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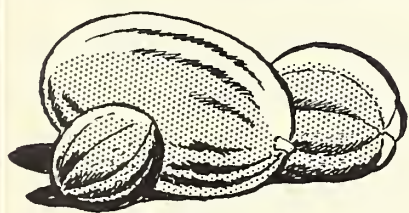
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CURRENT SERIAL RECORD

1963



**Summer and Fall
Vegetables**



Melons



Sweetpotatoes

Acreage Marketing Guides

AMG-31

February 1963

**UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Washington, D. C.**

F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyze the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1963 Acreage-Marketing Guides

Summer and Fall Vegetables for Fresh Market

Summer Melons and Sweetpotatoes

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1963 acreage of early fall cabbage be reduced 5 percent from the acreage planted in 1962, every grower of early fall cabbage should reduce his plantings by 5 percent.

I. 1962 HIGHLIGHTS AND RECOMMENDATIONS FOR 1963

Summer Vegetables: The production and marketing of vegetables in the summer of 1962 began under unfavorable circumstances. Adverse weather during the spring months restricted field activity and delayed crop progress in all areas. Later, harvest schedules were distorted and competition between areas was heavier than usual. Marketing problems were compounded by extended harvests of spring vegetables in the South. Prices were relatively low for early marketings of snap beans, beets, sweet corn, cucumbers, and peppers. By late July, however, shipping patterns for these commodities were normal and prices were favorable. For a few fresh vegetables, supplies were below average during most of the season. Moderate to high season average prices were received for lima beans, eggplant, green peas, spinach and tomatoes. The early summer celery crop was a tenth below 1961 because of a substantial acreage reduction in California. The average price was the highest in a decade.

In contrast, vegetable producers experienced nearly continuous difficulty in marketing their 1962 crops of cabbage, carrots, late summer celery, lettuce and onions. Early summer supplies of cabbage and onions were moderate but, for each, there was a substantial overlap with preceding spring crops. In addition, late summer production of both items was large and further restricted marketing opportunities. The late summer onion crop was record high and supplies were excessive through the winter of 1963.

The problems encountered in selling carrots and late summer celery developed primarily because of the burdensome supplies available in the West. Acreages in California were relatively large and even though growers did not attempt to obtain maximum output per acre, the potential supply exceeded market needs. The California lettuce crop also was large. But expanded production in Wisconsin, Michigan and Ohio contributed to the surplus. Low prices prevailed and large quantities were not marketed.

The 1963 aggregate acreage guide for summer vegetables is a planted acreage 2 percent less than in 1962. With normal abandonment and average yields, production in 1963 would be 6 percent less than in 1962.

Summer Melons: Markets for watermelons and cantaloups were unfavorable in 1962. For both commodities, severe overlaps with preceding spring crops were contributing factors. Shipments of late spring watermelons from Florida were heavy well into July. Markets were glutted and prices were low until early August. But later offerings sold at moderate prices. The guides recommend 1963 watermelon acreages equal to 1962 in all states except Missouri where a 10 percent reduction is suggested. Watermelon acreage in Missouri has increased rapidly since the mid-1950's and, through 1961, growers successfully marketed their expanding output. But the crop in 1962 was record large and considerably in excess of outlets. Prices were very low.

Although delayed harvests complicated the market situation for cantaloups, expanded production in California was the basic cause of the difficulty. Plantings in 1962 were record large. Potential supplies were much larger than markets could absorb; prices were very low and substantial quantities were not sold. The 1963 guide recommends 5 percent less acreage in California and no change in all other states.

Fall Vegetables: Growing conditions were excellent for 1962 fall vegetables in the northern and western states and yields were high. Western grown celery, carrot and tomato crops were excessive and prices remained low. California fall lettuce production also was large. But under a state marketing order, growers controlled the volume of harvest, which strengthened the market during most of September. Lettuce prices were high as the deal shifted to Arizona in late October. Acreage in Arizona was relatively small. The market was poor for mid-western and eastern cabbage crops. However, above average supplies of snap beans and cucumbers sold at moderate prices; harvest timing was nearly perfect. Producers of fall spinach, broccoli and cauliflower also experienced favorable markets. A strong freezer demand in California was a major factor in bolstering prices for broccoli and cauliflower.

Plantings of late fall crops in Florida were delayed by dry weather but volume supplies were available by November. Prices generally were low. A severe freeze in mid-December caused heavy losses. Prices increased sharply but, with supplies limited, few growers benefited. In the aggregate, the guides recommend 2 percent less acreage in 1963. Assuming average yields, total fall vegetable production in 1963 would be 7 percent less than in 1962.

Sweetpotatoes: High prices in the two preceding years encouraged a substantial increase in sweetpotato acreage in 1962. Dry weather during the summer reduced yields on earliest fields. Shipments and prices held at moderate levels through early fall. But growing conditions were exceptionally favorable during the late stages of growth and record yields were realized. Production ultimately was estimated to be a fifth larger than in 1961. Under the pressure of abundant supplies, prices eased downward during December. The 1963 guide calls for a total sweetpotato acreage 10 percent less than in 1962. With average yields, production would be 16 percent smaller than in 1962.

Specific acreage guide recommendations for each commodity are as follows:

Commodity	: Percentage change in 1963 planted : acreage compared with 1962 <u>Percent</u>
<u>Summer Vegetables</u>	
Beans, Lima	No change
Beans, Snap	No change
Beets	No change
Cabbage (early)	No change
Cabbage (late)	Minus 5
Carrots (early)	Minus 15
Carrots (late)	No change
Cauliflower	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet (early)	No change
Corn, Sweet (late)	No change
Cucumbers (early)	No change
Cucumbers (late)	Minus 5
Eggplant	Plus 5
Lettuce	Michigan and Wisconsin: Minus 10
	All other states: Minus 5
Onions (early)	No change
Onions (late)	Minus 5
Peas, Green	No change
Peppers, Green (early)	No change
Peppers, Green (late)	No change
Spinach	No change
Spinach	No change
Tomatoes (early)	No change
Tomatoes (late)	No change
<u>Summer Melons</u>	
Cantaloups (early)	No change
Cantaloups (mid)	California: Minus 5
	All other states: No change
Cantaloups (late)	No change
Watermelons (early)	No change
Watermelons (late)	Missouri: Minus 10
	All other states: No change

Specific acreage guide recommendations for each
commodity are as follows:
(Continued)

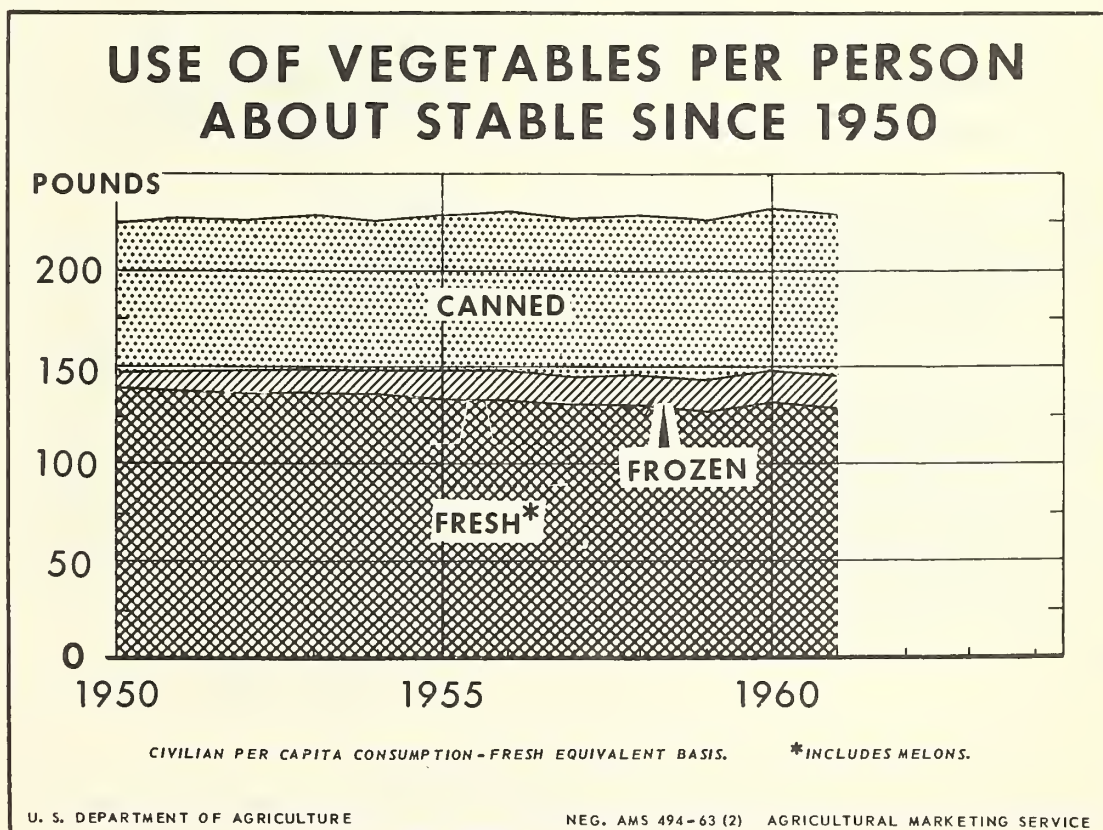
Commodity	: Percentage change in 1963 planted : acreage compared with 1962 <u>Percent</u>
<u>Fall Vegetables</u>	
Beans, Snap (early)	No change
Beans, Snap (late)	No change
Broccoli	No change
Cabbage (early, fresh and processing)	Minus 5
Cabbage (late)	No change
Carrots (early)	No change
Carrots (late)	Minus 10
Cauliflower (early)	No change
Cauliflower (late)	Minus 5
Celery (early)	No change
Celery (late)	Minus 5
Corn, Sweet	California: Minus 5 Florida: No change
Cucumbers (early)	No change
Cucumbers (late)	No change
Eggplant	No change
Lettuce (early)	No change
Lettuce (late)	No change
Peppers, Green	No change
Spinach (early)	No change
Spinach (late)	No change
Tomatoes (early)	Minus 5
Tomatoes (late)	Minus 5
Sweetpotatoes	
	Virginia, North Carolina and Texas: Minus 20 All other states: Minus 5

II DEMAND FOR FRESH VEGETABLES IN 1963

Total economic activity is expected to show a moderate increase during 1963. Private domestic investment may not change significantly from the high level in 1962. But increases are likely in total employment, government spending at federal, state and local levels, and in consumer income. With real income per capita being maintained, the demand for food will continue at a high level.

Producers of summer and fall vegetables for fresh market sale can look forward to a continued strong demand for their products. However, prices for individual commodities will be largely influenced by the volume available, timeliness of harvest and the quality of production.

Competition between fresh and processed vegetables for the consumer's dollar will be keen in 1963. Since 1950, the total per capita consumption of vegetables has remained fairly stable at approximately 230 pounds. But use of fresh vegetables per person declined about 8 percent, consumption of canned vegetables increased 9 percent and use of frozen more than doubled. Plentiful supplies of processed vegetables will be available in 1963.



III CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables for the 1962-63 marketing season are substantially above a year earlier. Very large stocks of tomatoes and tomato products account for most of the increase but stocks of sweet corn, lima beans, beets and kraut also are larger. Canned peas and spinach are the only commodities about in balance with market requirements. All frozen vegetables except peas, cauliflower and spinach are in heavy supply. The utilization of processed vegetables is likely to reach a record high during the current season. Still, the total carryover into the 1963 packing season will be heavy.

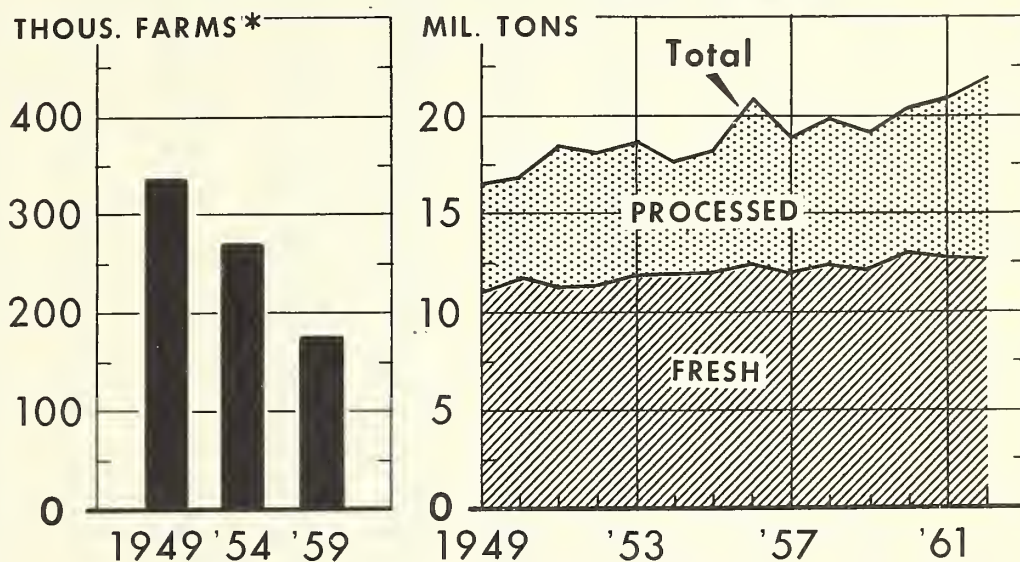
Processed vegetable supplies will be adequate to satisfy normal market needs during the summer of 1963. The supply position during the fall will depend upon adjustments made by processors in their 1963 packs. The Department's guides for vegetables for processing in 1963 are published in a separate booklet. The recommendations are summarized in the following table:

1963 Acreage-Marketing Guides For Vegetables For Processing

Commodity	:	Percentage Change in 1963 Planted Acreage Compared with 1962 (Percent)
Beans Lima (For Canning)		Minus 10
(For Freezing)		Minus 15
Beans, Snap (For Canning)		Minus 5
(For Freezing)		Minus 10
Beets		Wisconsin: Minus 15
		All other states: Minus 5
Cabbage for Kraut ^{1/}		
Corn, Sweet (For Canning)		Minus 15
(For Freezing)		Minus 10
Cucumbers for Pickles		Plus 5
Peas, Green (For Canning)		No change
(For Freezing)		Minus 5
Spinach (For Canning)		Plus 10
(For Freezing)		No change
Tomatoes		California: Minus 20
		All other states: Minus 10

^{1/} Included in total early fall crop (fresh market and kraut combined)

VEGETABLE FARMS DOWN SHARPLY BUT PRODUCTION TRENDING UPWARD



* CENSUS OF FARMS REPORTING VEGETABLES HARVESTED FOR SALE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 310-63 (1) AGRICULTURAL MARKETING SERVICE

Farms harvesting vegetables for sale in 1959 were down 35 percent from 1954 and numbered only slightly more than half as many as in 1949. Although part of the decline in the number of vegetable farms in the successive censuses was due to the change in definition of a farm, the reduction has paralleled the long-term decline in all types of farms. Despite the cut-back in the number of farms, the acreage planted to vegetables held nearly stable during this period. With yields showing a pronounced upward trend, production has increased significantly. Total vegetable production in 1962 was nearly a third larger than in 1949. Fresh market production showed a gain of 14 percent and production for processing was up 70 percent.

Summer Vegetables: 1963 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1963 :	1962 :	:1956-60 :	1951-55 :	: 1962 :	:1956-60 :	1951-55 :		
	: Guide :	Prel. :	1961 :	Average :	Average :	Prel. :	1961 :	Average :	Average :
	----- 1,000 acres -----					----- percent -----			
Beans, Lima	12.6	12.6	13.2	11.0	11.9	100	95	115	106
Beans, Snap	33.5	33.5	34.3	35.5	42.0	100	98	94	80
Beets	1.2	1.2	1.3	1.4	1.9	100	92	86	63
Cabbage									
Early	7.4	7.4	7.7	8.0	8.7	100	96	92	85
Late	17.9	18.8	17.8	19.2	21.5	95	101	93	83
Carrots									
Early	6.8	8.0	7.2	6.9	7.0	85	94	99	97
Late	3.5	3.5	3.7	4.0	4.7	100	95	88	74
Cauliflower	3.7	3.7	4.0	4.6	4.7	100	92	80	79
Celery									
Early	3.8	3.8	4.0	4.0	3.7	100	95	95	103
Late	3.0	3.0	3.0	3.3	4.9	100	100	91	61
Corn, Sweet									
Early	40.5	40.5	40.4	42.6	49.7	100	100	95	81
Late	100.8	100.8	104.0	99.4	106.3	100	97	101	95
Cucumbers									
Early	6.6	6.6	6.1	6.9	7.0	100	108	96	94
Late	6.2	6.5	6.2	7.0	6.9	95	100	89	90
Eggplant	1.3	1.2	1.3	1.3	1.5	105	100	100	87
Lettuce	46.8	49.6	51.2	50.5	38.3	94	91	93	122
Onions									
Early	9.4	9.4	9.2	11.5	6.9	100	102	82	136
Late	56.5	59.5	57.3	59.3	61.9	95	99	95	91
Peas, Green	1.6	1.6	1.6	2.4	4.0	100	100	67	40
Peppers, Green									
Early	7.8	7.8	7.6	8.2	9.4	100	103	95	83
Late	19.0	19.0	19.4	17.2	13.5	100	98	110	141
Spinach	2.8	2.8	2.4	1.9	1.2	100	117	147	233
Tomatoes									
Early	41.6	41.6	42.7	46.8	47.2	100	97	89	88
Late	30.2	30.2	31.4	34.1	38.2	100	96	89	79
Total	464.5	472.6	477.0	487.0	503.0	98	97	95	92

Summer Vegetables: 1963 Probable Production with Comparisons

Commodity	P R O D U C T I O N 2/					Probable Production from			
						Acreage Guide as Percent of:			
	1963 1/	1962		1956-60	1951-55	1962		1956-60	1951-55
	Guide	Prel.	1961	Average	Average	Prel.	1961	Average	Average
	----- 1,000 tons -----					----- percent -----			
Beans, Lima	16.2	16.0	15.7	13.9	14.6	101	103	117	111
Beans, Snap	65.9	64.6	66.5	69.8	72.4	102	99	94	91
Beets	11.0	11.0	11.8	13.1	16.0	100	93	84	69
Cabbage									
Early	73.6	74.2	78.0	74.7	71.7	99	94	99	103
Late	174.5	181.4	172.4	181.1	182.0	96	101	96	96
Carrots									
Early	93.8	98.0	97.2	94.2	93.9	96	97	100	100
Late	37.0	43.2	37.6	39.2	35.6	86	98	94	104
Cauliflower	17.0	18.2	16.5	21.2	17.7	94	103	80	96
Celery									
Early	88.8	87.9	98.2	92.0	69.4	101	90	97	128
Late	46.8	48.4	46.4	50.0	67.0	97	101	94	70
Corn, Sweet									
Early	126.4	123.8	132.0	124.8	109.8	102	96	101	115
Late	304.8	303.3	315.8	277.6	279.8	100	97	110	109
Cucumbers									
Early	28.8	31.8	28.6	27.6	24.4	91	101	104	118
Late	24.5	22.8	23.8	26.2	28.4	108	103	94	86
Eggplant	8.2	9.6	7.8	7.8	7.0	85	105	105	117
Lettuce	450.4	517.2	502.1	465.0	370.5	87	90	97	122
Onions									
Early	101.2	103.9	103.8	109.6	59.0	97	97	92	172
Late	869.6	968.6	866.0	884.6	822.4	90	100	98	106
Peas, Green	2.8	3.0	3.0	3.8	5.9	93	93	74	47
Peppers, Green									
Early	13.6	15.4	13.7	13.2	15.3	89	99	103	89
Late	86.8	85.4	85.0	76.9	53.9	102	102	113	161
Spinach	7.0	7.2	6.0	4.0	2.6	97	117	175	269
Tomatoes									
Early	243.3	239.5	266.2	243.1	203.4	102	91	100	120
Late	149.2	158.2	154.4	169.4	196.4	94	97	88	76
Total	3,041.2	3,232.6	3,148.3	3,082.8	2,819.1	94	97	99	108

1/ Computed: Planted acreage guides for 1963 summer vegetables less normal abandonment times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Summer Melons: 1963 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide			
	1963 Guide	1962 Prel.	1961 Prel.	1960 Average	1955 Average	1962 Prel.	1960 Average	1955 Average
	1,000 acres				percent			
Cantaloups								
Early	12.2	12.2	12.1	16.0	22.5	100	101	76
Mid	68.4	70.8	69.8	58.1	51.5	97	98	118
Late	14.6	14.6	15.0	14.6	13.2	100	97	100
Watermelons								
Early	221.7	221.7	228.2	279.5	312.7	100	97	79
Late	33.3	34.4	34.0	29.8	23.5	97	98	112
Total	350.2	353.7	359.1	398.0	423.4	99	98	88
								83

Summer Melons: 1963 Probable Production with Comparisons

Commodity	Production ² / ₁				Probable Production from Acreage			
	1963 Guide	1962 Prel.	1961 Prel.	1960 Average	1955 Average	1962 Prel.	1960 Average	1955 Average
	1,000 tons				percent			
Cantaloups								
Early	31.7	30.3	33.0	38.8	30.2	105	96	82
Mid	365.3	368.2	375.2	317.2	251.6	99	97	115
Late	55.6	53.9	58.2	56.7	54.2	103	96	98
Watermelons								
Early	756.6	771.8	778.8	884.7	950.1	98	97	86
Late	202.8	210.2	202.6	177.8	126.8	96	100	114
Total	1,412.0	1,434.4	1,447.8	1,475.2	1,412.9	98	98	96
								100

¹/ Computed: Planted acreage guide for 1963 summer melons less normal abandonment, times average yield.

²/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1963 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	: 1963	: 1962	: 1956-60	: 1951-55	: 1962	: 1956-60	: 1951-55			
	: Guide	: Prel.	: 1961	: Average	: Average	: Prel.	: 1961	: Average	: Average	
	----- 1,000 acres -----					----- percent -----				
Beans, Snap										
Early	14.4	14.4	15.8	15.0	18.9	100	91	96	76	
Late	14.9	14.9	15.6	16.7	22.2	100	96	89	67	
Broccoli	23.0	23.0	22.4	24.3	22.2	100	103	95	104	
Cabbage										
Early <u>2/</u>	30.2	31.8	33.6	35.0	<u>1/</u>	95	90	86	-	
Late	3.1	3.1	3.4	4.2	4.6	100	91	74	67	
Carrots										
Early	20.4	20.4	21.0	21.5	19.6	100	97	95	95	
Late	8.1	9.0	8.0	9.4	9.8	90	101	86	83	
Cauliflower										
Early	7.4	7.4	7.8	8.2	9.0	100	95	90	82	
Late	7.4	7.8	7.3	6.3	5.2	95	101	117	142	
Celery										
Early	1.9	1.9	2.1	2.2	3.2	100	90	86	59	
Late	5.7	6.0	5.7	7.8	8.0	95	100	73	71	
Corn, Sweet	11.7	11.9	11.8	11.5	5.2	98	99	102	225	
Cucumbers										
Early	8.3	8.3	7.9	6.9	4.6	100	105	120	180	
Late	6.4	6.4	6.7	6.2	5.2	100	96	103	123	
Eggplant	1.0	1.0	1.2	1.1	.9	100	83	91	111	
Lettuce										
Early	31.0	31.0	32.6	37.2	46.1	100	95	83	67	
Late	19.2	19.2	20.9	21.9	11.9	100	92	88	161	
Peppers, Green	7.3	7.3	7.6	6.6	8.1	100	96	111	90	
Spinach										
Early	4.8	4.8	5.0	5.8	6.7	100	96	83	72	
Late	1.7	1.7	1.8	1.4	1.1	100	94	121	155	
Tomatoes										
Early	18.4	19.4	19.7	21.3	17.7	95	93	86	104	
Late	9.6	10.1	9.8	13.2	18.7	95	98	73	51	
Total	255.9	260.8	267.7	283.7	248.9 <u>3/</u>	98	96	90	91 <u>3/</u>	

1/ Not available.

2/ Includes processing.

3/ Early fall cabbage not included.

Fall Vegetables: 1963 Probable Production with Comparisons

Commodity	P R O D U C T I O N ^{2/}					: Probable Production from				
						:Acreage Mktg. Guide as Percent of				
	: 1963 ^{1/}	: 1962	: 1956-60	: 1951-55	: 1962	: 1956-60	: 1951-55			
	: Guide	: Prel.	: 1961	: Average	: Average	: Prel.	: 1961	: Average	: Average	
	----- 1,000 tons -----					----- percent -----				
Beans, Snap										
Early	28.8	30.6	29.2	29.6	34.8	94	99	97	83	
Late	24.4	28.4	28.2	23.8	29.0	86	87	103	84	
Broccoli	51.2	53.8	54.6	53.3	50.4	95	94	96	102	
Cabbage										
Early ^{4/}	371.1	420.8	411.8	428.2	^{3/}	88	90	87	-	
Late	20.0	22.8	24.0	21.8	23.5	88	83	92	85	
Carrots										
Early	253.6	290.3	283.9	244.4	221.5	87	89	104	114	
Late	115.4	130.5	118.0	129.5	122.0	88	98	89	95	
Cauliflower										
Early	31.8	30.8	23.7	33.6	35.8	103	134	95	89	
Late	36.2	39.0	40.2	28.3	22.7	93	90	128	159	
Celery										
Early	31.0	33.0	36.1	28.4	41.6	94	86	109	75	
Late	143.0	147.0	146.8	162.8	147.0	97	97	88	97	
Corn, Sweet	31.7	31.8	37.7	28.8	16.5	100	84	110	192	
Cucumbers										
Early	33.4	32.8	30.0	28.4	19.9	102	111	118	168	
Late	33.1	31.0	40.3	31.0	24.4	107	82	107	136	
Eggplant	5.0	5.2	7.2	4.4	4.0	97	69	114	125	
Lettuce										
Early	243.2	266.2	252.6	271.4	310.0	91	96	90	78	
Late	152.6	146.5	188.1	151.8	83.5	104	81	101	183	
Peppers, Green	24.4	25.9	30.2	19.8	16.8	94	81	123	145	
Spinach										
Early	12.8	13.8	13.3	15.2	19.5	93	96	84	66	
Late	3.4	3.2	3.4	3.4	3.1	106	100	100	110	
Tomatoes										
Early	160.1	174.6	157.6	174.6	148.2	92	102	92	108	
Late	52.6	50.8	63.8	51.9	58.7	104	82	101	90	
Total	1,858.8	2,008.8	2,020.7	1,964.4	1,432.9 ^{5/}	93	92	95	104 ^{5/}	

^{1/} Computed: Planted acreage guide for 1963 fall vegetables less normal abandonment, times average yield.

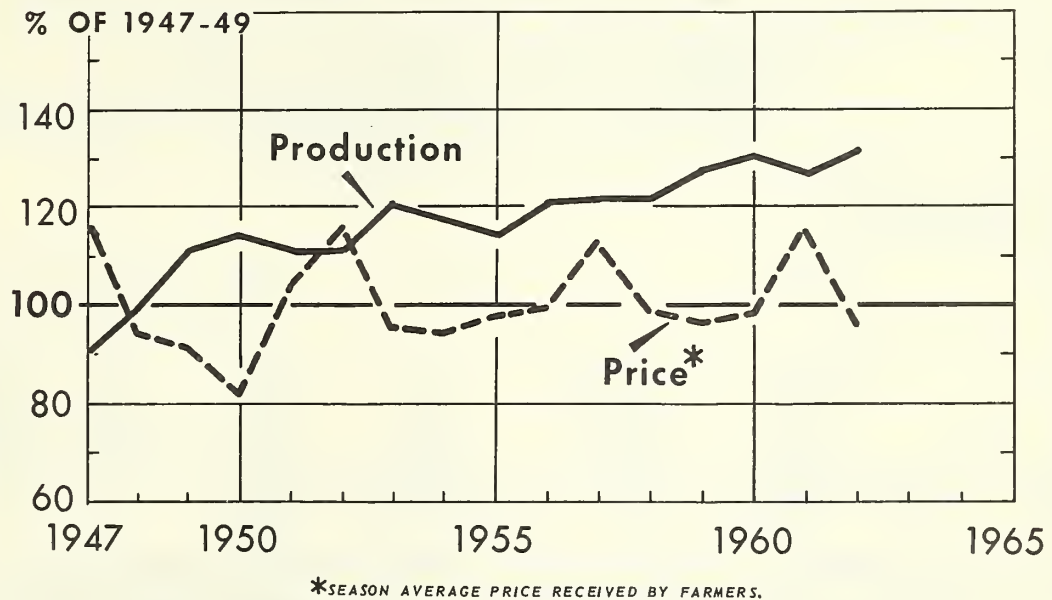
^{2/} Includes some quantities not marketed. See individual tables for particulars.

^{3/} Not available.

^{4/} Includes processing.

^{5/} Early fall cabbage not included.

SUMMER COMMERCIAL VEGETABLES FOR FRESH MARKET



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 455-63 (1) AGRICULTURAL MARKETING SERVICE

Total production of summer season fresh vegetables is increasing steadily. Output in 1962 amounted to 64.7 million hundredweight, 3 percent more than in 1961 and nearly a third above the 1947-49 average. By commodities, substantial gains have occurred for celery, sweet corn, lettuce and green peppers. Production of carrots, cucumbers and onions has increased moderately. The only major vegetables showing a decrease during the 1947-62 period were snap beans and tomatoes. Prices received by growers have varied considerably from year to year but have displayed no definite trend. In 1962, prices averaged 17 percent below 1961 and 4 percent below the 1947-49 average. Low prices for cabbage, carrots, celery, lettuce and onions accounted for most of the decline from 1961.

1963 Acreage-Marketing Guides
Summer Vegetables

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, Georgia and Alabama)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

12,600

1/ 26

324

Background Statistics

1962 Prel.	12,600	12,600	25	320	8.72	2,789
1961	13,200	13,200	24	314	8.50	2,668
1956-60 Average	11,016	10,986	26	278	8.42	2,330
1951-55 "	11,908	11,688	25	292	7.99	2,347

1/ 1956-60 average yield.

Comparisons and Comments: Growers in New Jersey, Maryland, Georgia and Alabama contributed to a moderate reduction in summer lima bean acreage in 1962. Plantings in North Carolina and New York were equal to 1961. Dry weather was a problem in the northern states during much of the growing season. But rainfall during the critical late stages of development gave considerable relief and average yields exceeded those recorded in 1961. Total production was slightly higher than in the preceding year. Harvest timing among producing areas was good, and the consequences of market glutting were avoided. The season average price for the group was moderately above the 1956-60 average. For 1963, an acreage equal to 1962 should provide a production in balance with market requirements. Plentiful supplies of both canned and frozen lima beans will rule out any substantial increases in outlets for the fresh product.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 1 percent and a 1956-60 average yield will result in a production about equal to 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York (L.I.),
New York, Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
				cwt.)	cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962) 33,480 1/ 41 1,318

Background Statistics

1962 Prel.	33,480	31,880	41	1,292	8.45	10,920
1961	34,260	32,810	41	1,330	7.89	10,488
1956-60 Average	35,530	34,310	41	<u>2/</u> 1,395	7.87	10,733
1951-55 "	42,020	40,040	36	<u>2/</u> 1,448	8.04	11,510

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 19 in 1951, 9 in 1953, 38 in 1955, 49
in 1956, 24 in 1957, 36 in 1958, and 44 in 1959.

Comparisons and Comments: Acreage changes in the numerous states producing
summer crop snap beans were relatively small in 1962. Total plantings were
slightly smaller than in 1961, with reductions in North Carolina, Michigan,
Ohio and Tennessee more than offsetting increases in Illinois and Pennsylvania.
General weather conditions were favorable for early development in practically
all states. However, a mid-season drought adversely affected crops in several
southern states and in Upstate New York, which normally accounts for about a
third of the total output. In general, there was an even flow of supplies to
market in 1962 and prices remained within a moderate to fairly high range for
good quality supplies. A slightly larger production in 1963 would be desirable
to satisfy normal market needs. But this could be obtained on an acreage equal
to that in 1962, provided weather conditions are normal. Total stocks of pro-
cessed snap beans in the summer of 1963 are expected to be large and will offer
continued strong competition to the fresh.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an
acreage, with abandonment of 4 percent and a 1956-60 average yield, will re-
sult in a production 2 percent larger than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Beets - Summer

(New Jersey and Pennsylvania)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	1,200	1/ 184	221			
<u>Background Statistics</u>						
1962 Prel.	1,200	1,200	183	219	3.10	678
1961	1,300	1,300	182	237	3.26	773
1956-60 Average	1,430	1,430	184	262	3.08	808
1951-55 "	1,870	1,870	171	321	2.84	908
1/ 1956-60 average yield.						

Comparisons and Comments: New Jersey producers reduced their beet acreage moderately in 1962, largely because of dry weather during the planting season. The lack of moisture also affected yields on the earliest acreage, but output on later fields was high. However, total production in the state was 10 percent below 1961 and the smallest since the early 1950's. Harvest was underway in the last half of May with peak movement in mid-June. Moderate supplies were available into the late fall months. Crops in Pennsylvania also were affected by drought and yields were slightly below average. Shipments from this state were below normal throughout the season. Market prices for summer beets were low during peak movement of New Jersey supplies, but relatively high during the fall. The small Pennsylvania crop, plus reductions in market garden supplies, contributed to the favorable market later in the season. Fresh beet production declined steadily during the 1950's but has tended to stabilize in recent years. Market requirements are expected to show little change in the near future. A 1963 supply from an acreage equal to 1962 should provide adequate supplies.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1956-60 average yield, will result in a production slightly larger than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

7,430

1/ 202

1,471

Background Statistics

1962 Prel.	7,430	7,280	204	1,484	2.16	3,207
1961	7,730	7,630	205	1,561	2.74	4,275
1956-60 Average	8,036	7,826	191	2/ 1,494	2.21	3,275
1951-55 "	8,722	8,530	168	2/ 1,434	2.49	3,518

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 43 in 1951 and 40 in 1958.

Comparisons and Comments: Early summer cabbage production in 1962 was 5 percent smaller than in 1961 and slightly below the 1956-60 average. The reduction occurred as a result of a moderate cut in planted acreage. Average yields were virtually equal to the record level of 1961. Even though the crop was not exceptionally large, the marketing season was clouded by excessive supplies being available during late June and early July. In New England, light harvest began in early June and shipments reached peak volume about July 1. In New Jersey, the leading source of early summer cabbage, plentiful supplies became available in June. Peak volume from this state moved during the second half of June and was accompanied by depressed marketing conditions. Returns for summer cabbage remained low until late July. For the season, prices in all states except Ohio and Virginia averaged below the levels of 1961. With average yields and normal abandonment in 1963, a planted acreage equal to 1962 would produce a moderately smaller crop. With a normal marketing pattern, a crop of this size should be in balance with market needs.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 2 percent and a 1959-62 average yield would result in a crop 1 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1962) 17,900

1/ 201

3,490

Background Statistics

1962 Prel.	18,800	18,300	198	2/ 3,627	1.75	6,264
1961	17,750	17,350	199	3,449	1.90	6,567
1956-60 Average	19,208	18,346	198	2/ 3,622	1.79	6,448
1951-55 "	21,456	20,928	174	2/ 3,641	2.12	7,625

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 164 in 1955, 54 in 1956 and 53 in 1962.

Comparisons and Comments: Total planted acreage in 1962 was moderately larger than in 1961. The most notable changes were increases in California, Pennsylvania and Colorado plantings. During early growing stages, the crops in nearly all areas not equipped for irrigation were affected by lack of rainfall. This problem was relieved late in the season and most crops recovered to produce satisfactory yields. But the delaying effects of the earlier conditions were not overcome and harvests were later than normal. The total crop for the season exceeded the 1961 tonnage by 5 percent and much of it had to be marketed in competition with supplies from the early fall crop. Harvesting in North Carolina was particularly late and marketing difficulties resulted in the abandonment of 9 percent of the crop in that state. Problems were not limited to the eastern part of the country. Production in California, Colorado and Washington was substantially larger than in 1961 and western growers received disappointing prices. In the last decade, whenever late summer production has exceeded 3.5 million hundredweight, marketing difficulties have been encountered. To avoid such depressed marketing conditions in 1963, a reduction in acreage will be required. Under normal conditions, an acreage 5 percent smaller than in 1962 will provide ample supplies for market needs.

1963 Guide: The 1963 guide is a planted acreage 5 percent smaller than in 1962. Such an acreage, with abandonment of 3 percent and a 1959-62 average yield, will result in a production 4 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Carrots - Early Summer

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 15 per-
cent less than in 1962)

6,800

1/ 276

1,877

Background Statistics

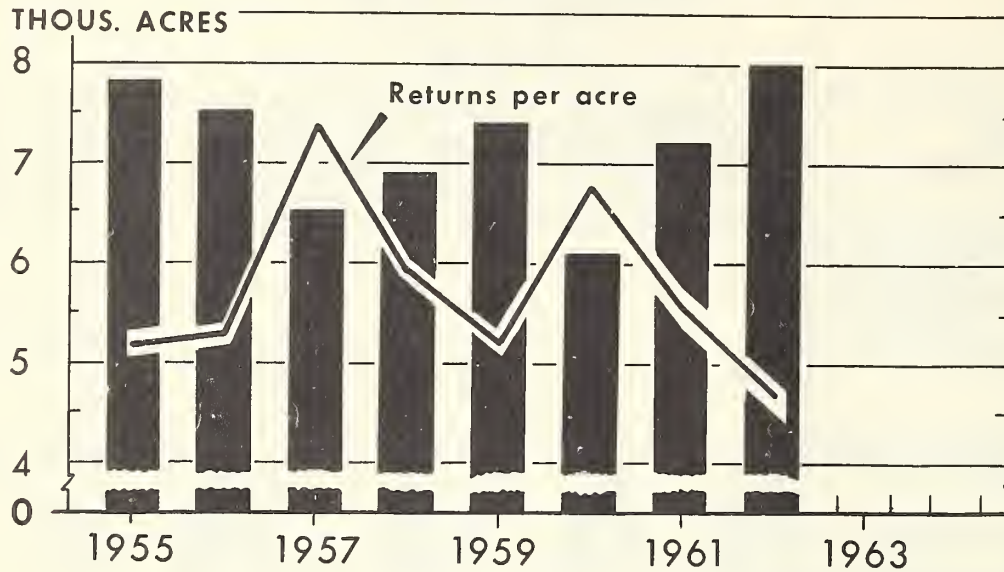
1962 Prel.	8,000	8,000	245	1,960	3.80	7,449
1961	7,200	7,200	270	1,944	4.11	7,988
1956-60 Average	6,880	6,880	275	1,883	4.43	8,322
1951-55 "	7,020	7,020	269	1,878	4.41	8,258

1/ 1957-61 average yield.

Comparisons and Comments: California growers increased their summer carrot acreage by 11 percent in 1962. Plantings were the highest recorded since 1954. Potential supplies were large, but harvested tonnage was only 1 percent larger than in 1961, as yields failed to match average levels. Growers received high prices for early shipments. But as heavy volume became available in mid-June prices turned downward, reaching low levels by the end of the month. Returns improved to a moderate range during mid-July. But they again declined in late July and remained low for the duration of the shipping season as eastern-grown supplies presented market competition. The season average price received by growers was substantially below that of the preceding year and the 1956-60 average. Despite low yields, the 1962 acreage produced a crop which exceeded market requirements. Growers must expect continued intensive competition for market outlets. If market stability is to be attained in 1963, a substantial acreage adjustment will be required.

1963 Guide: The 1963 guide is a planted acreage 15 percent less than in 1962. Such an acreage, with no abandonment and a 1957-61 average yield, will result in a crop 4 percent less than in 1962.

EARLY SUMMER CARROT PLANTINGS UP-- RETURNS PER ACRE DOWN IN 1962

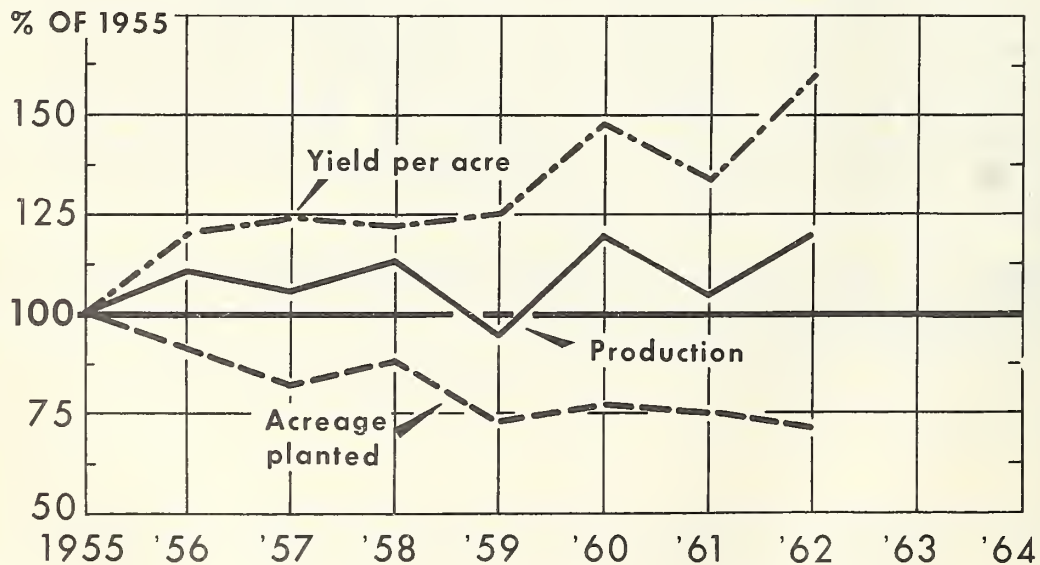


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 462-63 (1) AGRICULTURAL MARKETING SERVICE

LATE SUMMER CARROT TRENDS

Acreage Decline Offset by Increasing Yields



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 463-63 (1) AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Summer Vegetables

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guides and Probable Production

(planted acreage equal to 1962)

3,540

1/ 225

741

Background Statistics

1962 Prel.	3,540	3,310	261	865	2.90	2,511
1961	3,680	3,430	219	751	3.09	2,317
1956-60 Average	4,032	3,776	208	783	3.30	2,577
1951-55 "	4,714	4,210	169	711	3.06	2,146

1/ 1958-62 average yield.

Comparisons and Comments: Late summer carrot acreage in 1962 was reduced 4 percent from the preceding year. Most of the reduction occurred in Colorado. But high yields more than offset this action. Average yields far surpassed any previously recorded and production exceeded 1961 by 15 percent. Even so, growing conditions were not ideal. Dry weather slowed crop development in the East. The Massachusetts crop was delayed by cool dry weather and little volume was shipped before mid-August. The Colorado crop also had a slow start; light harvest began in July, then built up gradually to top volume in September and October. The delay of the late summer crops caused considerable overlap with shipments from such early fall sources as Michigan and Texas. Furthermore, large supplies were available in California throughout this shipping season, placing further stress on markets. Average prices received by growers were low, reflecting the plentiful supply. Under normal conditions in 1963, late summer growers should be able to successfully market the crop from an acreage equal to 1962. These growers have a locational advantage over western-grown supplies. And if the weather delays which occurred in 1962 are averted, less competition should occur from eastern fall supplies in 1963.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with an abandonment of 7 percent and a 1958-62 average yield, would result in a production 14 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
				cwt.)	cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

3,700

1/ 98

341

Background Statistics

1962 Prel.	3,700	3,550	103	364	6.08	2,212
1961	3,950	3,550	93	330	6.44	2,125
1956-60 Average	4,620	4,350	98	424	6.03	2,550
1951-55 "	4,720	4,280	83	354	6.98	2,467
<u>1</u> / 1956-60 average yield.						

Comparisons and Comments: The acreage devoted to summer cauliflower in 1962 was moderately less than in 1961 and below the 1956-60 average. This was a continuation of the slight downward trend which began during the late 1950's, primarily in Upstate New York. In 1962, weather conditions were much more favorable than the pattern that prevailed through the 1961 growing season. While part of the crop was delayed by unseasonably cool temperatures and dry weather in Upstate New York, crops in other areas of the state as well as those in Colorado made good progress and developed good quality. The average yield was not a record but it was fairly high in all states. During the early part of the marketing period, prices for fresh market supplies were moderate but there was a decline to a much lower level in September as volume shipments from Long Island started. Season average prices were down substantially from 1961, particularly in Colorado. Annual usage of frozen cauliflower continues to keep pace with the overall growth in population while use of fresh market supplies has tended to remain stable. Frozen stocks are expected to be ample in the summer of 1963. Thus, sufficient fresh supplies would probably result from an acreage equal to 1962.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 6 percent and a 1956-60 average yield, would result in a production 6 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

3,760

1/ 487

1,776

Background Statistics

1962 Prel.	3,760	3,760	468	1,758	4.60	8,081
1961	3,950	3,850	510	1,965	3.40	6,673
1956-60 Average	4,050	3,926	469	2/ 1,841	3.59	6,392
1951-55 "	3,668	3,510	394	2/ 1,387	4.28	5,830

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 49 in 1953, 25 in 1954, and 295 in 1956.

Comparisons and Comments: Supplies of winter, spring and early summer celery in 1962 were in good balance. Following the balanced spring supply, market tone continued strong for early summer marketings. Due to a sharp cut in plantings in California, which more than offset an increase in Michigan, total early summer acreage was 5 percent below 1961 and 7 percent below the 1956-61 average. Cool weather in California and lack of moisture in Ohio resulted in relatively low yields per acre. In Massachusetts and Michigan, however, yields were up sharply compared with 1961. Total production was 11 percent less than in 1961 and 5 percent below the 1956-60 average. Three-fifths of the early summer supply originated in California; Michigan furnished almost a third. Because of cool weather, start of California harvest was delayed until early July. This increased marketing opportunities for growers in Michigan and Ohio, where harvests got underway late in June. Due largely to reduction in California marketings, total unloads in 41 cities during the early summer were 7 percent below 1961. Average price received by growers was the highest since 1952, and total value of sales was a record. In 1963, market stability could again be expected with the production from an acreage equal to that in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 3 percent and a 1959-62 average yield, will result in a production slightly more than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Celery - Late Summer

(New York, Colorado, Washington, and New Jersey)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

2,950 1/ 327 936

Background Statistics

1962 Prel.	2,950	2,930	331	969	3.81	3,695
1961	3,050	2,930	316	927	3.65	3,385
1956-60 Average	3,278	3,152	318	1,000	3.66	3,647
1951-55 "	4,892	4,650	288	2/ 1,339	3.76	4,979

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1951, 10 in 1953 and 24 in 1954.

Comparisons and Comments: Total acreage of late summer celery has shown little change since 1958. Harvested acreages by states in 1962 were equal to the respective levels in 1961. But due to the high yield per acre in New York, the group average yield was at a near-record level. Total production was 5 percent above 1961. Approximately 72 percent of the supply originated in New York. In Orange County, general harvest commenced after mid-July, peaking in August. Harvest in Wayne County peaked in September. Marketings of New Jersey supplies extended from early July into fall. Weather was favorable for growth of the small acreage in Colorado. In Washington, cool weather delayed the crop and yields were comparatively low. Prices showed a sharp downward trend during July and August. As a result, growers who marketed their supplies early in the season received much higher average prices than those who marketed late. Growers in Washington marketed late and reported a low average price. In the late summer, supplies of celery were available in many northern states. These widespread supplies, combined with the large supplies available in California, exceeded market outlets. In addition, prices in the late summer responded to the indicated increase in fall acreage in California. The production from an acreage in 1963 equal to that in 1962 should be adequate for market needs. Supplies from California can be expected to furnish strong competition.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 3 percent and a 1960-62 average yield will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Oklahoma, Kentucky, Arkansas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

40,500

1/ 65

2,527

Background Statistics

1962 Prel.	40,500	39,000	64	<u>2</u> / 2,477	3.36	8,155
1961	40,400	39,400	67	2,639	4.11	10,854
1956-60 Average	42,560	40,360	62	<u>2</u> / 2,497	4.09	10,153
1951-55 "	49,720	44,820	49	<u>2</u> / 2,196	3.74	8,081

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 99 in 1951, 80 in 1955, 13 in 1956 and 50 in 1962.

Comparisons and Comments: Comparatively large increases in acreages in New Jersey and Virginia more than offset reductions in Kansas and Oklahoma and total plantings were slightly above 1961. Cool temperatures in California slowed crop progress. Dry hot weather adversely affected crops in the central states and in the non-irrigated areas in New Jersey. Total production was 6 percent less than in 1961 but virtually equal to average. In spite of the moderate early summer supply, prices were low. This was due partly to above normal competition from spring supplies originating in Florida and other southeastern states where harvests were later than usual. In addition, peak movement of the large New Jersey crop was ahead of schedule. Total supplies in the East were heavy during July and markets were depressed. Some abandonment of supplies occurred in Oklahoma. And in California the unusually cool spring caused extensive overlapping between areas within the state. With normal harvest schedules, producers should be able to market the production from an acreage in 1963 equal to that in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 4 percent and a 1959-62 average yield, will result in a production slightly less than the 1961-62 average.

1963 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

100,800 96,768 1/ 63 6,096

Background Statistics

1962 Prel.	100,800	95,250	64	6,066	3.23	19,616
1961	104,000	99,200	64	2/ 6,316	2.82	17,146
1956-60 Average	99,360	94,600	59	2/ 5,552	3.30	18,212
1951-55 "	106,280	100,270	56	2/ 5,596	3.08	17,234

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 38 in 1955, 72 in 1959 and 242 in 1961.

Comparisons and Comments: Late summer sweet corn supplies were in balance with market demand in 1962 and a relatively strong market prevailed. Growers encountered marketing difficulties in 1961 and most major areas except Pennsylvania reduced acreage in 1962. Total plantings were 3 percent less than in 1961. In eastern areas, dry soils hampered crop development in the early stage but timely rains improved yields. In Washington and Oregon, cool weather slowed crop growth. Total production was 4 percent below 1961 but virtually equal to the 1960 tonnage. Marketings in Ohio and Michigan started in early July, about two weeks earlier than usual, and prices were below average. In New York, general harvest was underway after mid-July with shipments at a peak during the first half of September. In Pennsylvania, August rains improved quality considerably. The large crops in both Pennsylvania and New York sold at high prices. Oregon and Washington furnished supplies into early fall; some bunching of harvests occurred and returns to growers were low. Under normal conditions in 1963, an acreage equal to that planted in 1962 should provide sufficient supplies.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 4 percent and a 1960-62 average yield, will result in a production slightly more than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	6,600	6,468	<u>1</u> / 89	576			
<u>Background Statistics</u>							
1962 Prel.	6,600	6,400	99	636	3.74		2,377
1961	6,100	5,950	96	573	3.73		2,136
1956-60 Average	6,910	6,870	80	552	4.01		2,208
1951-55 "	6,970	6,970	70	487	4.23		2,059
<u>1</u> / 1958-62 average yield.							

Comparisons and Comments: The 1962 acreage of early summer cucumbers was slightly larger than in 1961 with increases occurring in the more important eastern states. The shortage of moisture early in the season slowed crop development and resulted in low yields on the earlier acreage. However, as the season progressed, growing conditions were more favorable and in most states season average yields were about equal to the high levels in 1961. Marketing of the 1962 crop began at about the normal time with volume shipments by late June. Growers in Maryland and Virginia had difficulty marketing their large crops. Competition from the spring crop in North Carolina was a contributing factor. Total supplies declined during the last-half of July and prices improved. Then due largely to a reduction in late summer crops because of dry weather, prices for remaining early summer supplies reached high levels. A 1963 acreage equal to 1962 would furnish a supply smaller than in 1962, assuming average yields. But such a production would be in line with market potential.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 2 percent and a 1958-62 average yield, would result in a production 9 percent less than in 1962 but 4 percent above the 1956-60 average.

1963 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania, and Michigan)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(planted acreage 5 percent
less than in 1962) 6,200

1/ 85

490

Background Statistics

1962 Prel.	6,500	5,750	79	455	5.06	2,304
1961	6,150	5,300	90	476	4.34	2,068
1956-60 Average	7,000	6,570	80	523	4.25	2,232
1951-55 "	6,864	6,550	87	569	4.24	2,407

1/ 1955-61 (1959 omitted).

Comparisons and Comments: The planted acreage of late summer cucumbers was increased in 1962. Despite difficulties with weather factors in several states, the acreage for harvest was moderately larger than in 1961. For the most part, the crop made good progress through early July and prospective yields were high. Soon thereafter, however, the prolonged drought began to have a serious effect on crops in New York, Pennsylvania and Michigan and potential yields dropped sharply. As a result, production was 4 percent less than in 1961 and 13 percent less than the 1956-60 average. Much of the late summer production sold at moderate to fairly high prices because of the decline in total market supplies throughout August and early September. While it has been demonstrated that markets will absorb significantly more late summer cucumbers than were available in 1962, the probability of higher yields should be recognized. A 1963 yield equal to the average of recent years would provide for an adequate increase in supplies on a smaller acreage.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage with abandonment of 7 percent and a 1955-61 average yield (1959 omitted), would result in a production 8 percent more than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Eggplant - Summer

(New Jersey)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent more
than in 1962) 1,260

1/ 130 164

Background Statistics

1962 Prel.	1,200	1,200	160	192	4.15	797
1961	1,300	1,300	120	156	4.20	655
1956-60 Average	1,340	1,340	116	156	4.04	632
1951-55 "	1,460	1,460	96	140	3.78	527

1/ 1958-62 average yield.

Comparisons and Comments: Producers of summer season eggplant reduced acreage 8 percent in 1962, in part because of unfavorable weather during the spring planting season. Although New Jersey growers were plagued by dry weather during the early summer months, the intensive use of irrigation boosted yields to a record high. Total output was nearly a fourth more than in 1961. Light supplies were available in mid-July and sold at high prices. But prices had dropped to low levels by late August when peak shipments occurred. For the season, average returns to growers were slightly lower than in 1961 but above the 1956-60 average. Market requirements for eggplant during the summer months have been fairly stable during the last five years. With even patterns of marketings, crops of 160-170 thousand hundredweight generally have sold at reasonable prices. To obtain a 1963 supply within this range, some increase in acreage will be needed, assuming yields will be average.

1963 Guide: The 1963 guide is a planted acreage 5 percent more than in 1962. Such an acreage, with no abandonment and a 1958-62 average yield, will result in a production 15 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(see 1963 guide below)

46,800 1/ 202 9,007

Background Statistics

1962 Prel.	49,550	47,300	219	2/ 10,345	3.05	30,505
1961	51,150	48,900	205	2/ 10,042	3.14	30,042
1956-60 Average	50,460	47,990	194	2/ 9,300	3.46	30,093
1951-55 "	38,310	36,480	204	2/ 7,410	4.03	29,626

1/ 1959-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 58 in 1951, 84 in 1953, 140 in 1954, 176 in 1956, 70 in 1957, 284 in 1958, 122 in 1959, 2,404 in 1960, 467 in 1961 and 335 in 1962.

Comparisons and Comments: Western-grown lettuce has historically dominated the summer market. This situation continues, but Wisconsin, Michigan, and Ohio have all sharply expanded their production in the last decade, successfully exploiting their locational advantage, by marketing good quality lettuce. In 1962, acreage expansion in these states was more than offset by a reduction in California and Colorado plantings. But the overall cut in acreage proved too small to create the desired market stability. With the exception of Ohio, all states recorded high yields and total summer production exceeded 1961 by 3 percent. Prices were high for Central California lettuce during May. But as larger supplies became available the market weakened. With the exception of a favorable period in early September, prices ranged from moderate to low levels throughout the summer. This experience indicates that a further reduction in summer lettuce acreage must be made if market stability is to be accomplished. The crop from a moderately smaller acreage should provide sufficient supplies for market requirements in 1963.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than 1962 in Michigan and Wisconsin and 5 percent less than in 1962 in all other states. Such an acreage, with normal abandonment and 1959-62 average yields by states will result in a production 13 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Onions - Early Summer

(New Jersey, Iowa, Texas, New Mexico and Washington)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

9,380

1/ 227

2,023

Background Statistics

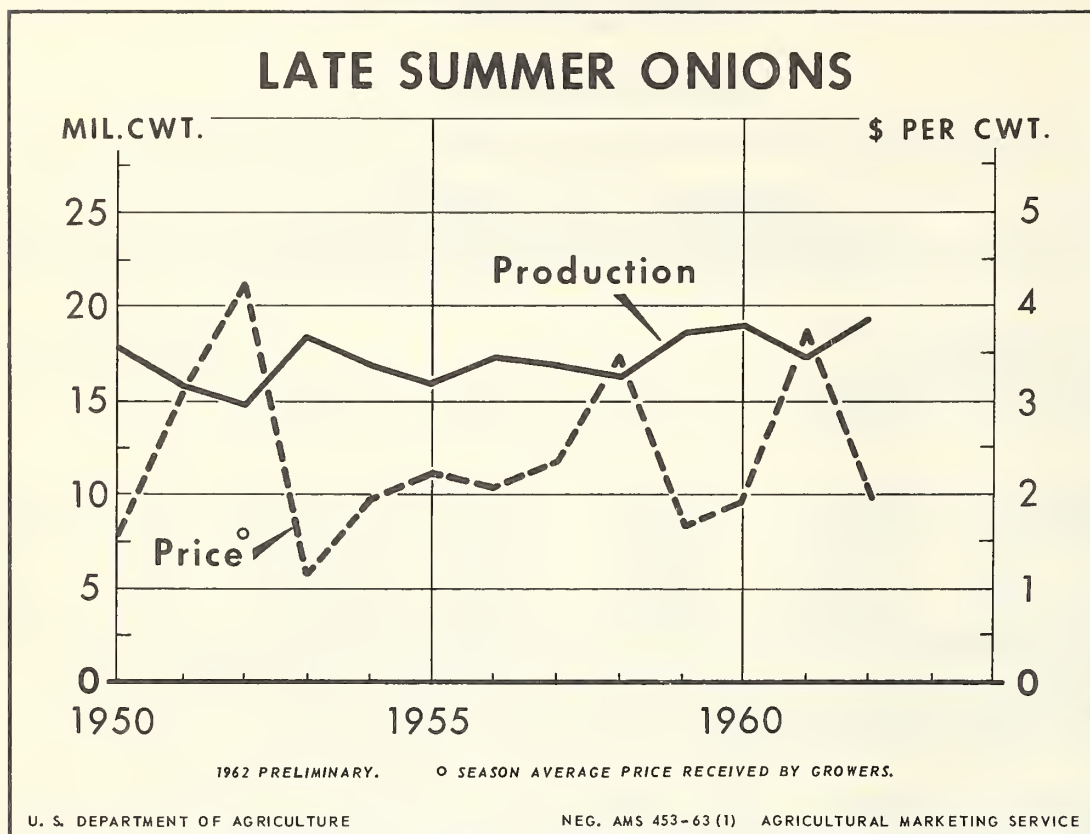
1962 Prel.	9,380	9,080	229	2,078	3.40	7,062
1961	9,190	8,590	242	2,077	4.79	9,954
1956-60 Average	11,516	10,260	213	<u>2</u> / 2,192	3.66	7,145
1951-55 "	6,908	6,738	175	<u>2</u> / 1,179	2.89	3,336

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1953, 210 in 1957, 274 in 1958, 23 in 1959, and 50 in 1960.

Comparisons and Comments: Early summer onion acreage was increased moderately in 1962. New Jersey growers set 13 percent more acres than in 1961. Minor increases were also made in New Mexico and Washington. But these efforts were not reflected in total production. Yields failed to equal the record of the preceding year and the total crop was virtually equal to that produced in 1961. Dry weather was a problem in several areas; the small Iowa crop was particularly affected and yields were low. In New Mexico and in the Trans-Pecos area of Texas, light harvest began in late May. In the other summer producing states, little pulling was done before the end of June. New Jersey reached peak volume during the second half of July; heaviest volume from Washington occurred a week later. Despite the equality in total crop size to 1961, growers received considerably lower prices. Overlap from other supply sources was largely responsible. Substantial quantities of late spring crop onions from California and Arizona were marketed in July. And by early August, competition was evident from late summer producing areas. For the season, prices were considerably below 1961. However, with normal competitive conditions in 1963, the crop from an acreage equal to 1962 should find satisfactory markets.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 5 percent and a 1959-62 average yield, will result in a production 3 percent less than in 1962.



Production of late summer onions was record large in 1962 and returned low prices to growers. Onion market performance of recent years has demonstrated that the demand for this commodity is inelastic. That is, year to year changes in production are accompanied by a greater degree of price change in the opposite direction. Market requirements for onions are relatively stable. And if growers produce excessive quantities as they did in 1962, sales are made at the expense of substantial price concessions.

1963 Acreage-Marketing Guides
Summer Vegetables

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,
Nevada, Washington, Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1962)

56,500

1/ 324

17,391

Background Statistics

1962 Prel.	59,490	56,400	343	19,373	1.97	38,156
1961	57,290	55,170	314	17,320	3.76	65,130
1956-60 Average	59,316	56,114	315	2/17,692	2.30	40,016
1951-55 "	61,912	59,072	279	2/16,448	2.55	40,679

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1953, 106 in 1956 and 174 in 1957.

Comparisons and Comments: Late summer onion plantings were increased moderately in 1962. Within the group, the largest increases occurred in the West, particularly in California and Colorado. New York acreage was also increased significantly and these changes overshadowed a reduction in midwestern plantings. During the early part of the season, weather problems were prevalent across the country. Hail reduced stands in several areas, and dry weather threatened the Northeast. But conditions improved steadily as the season progressed and excellent sizing more than offset the effects of thin stands. The end of the season revealed a record - high average yield for the seasonal group. Total production exceeded 1961 by 12 percent. The supplies returned low prices throughout the fall and early winter months. This experience indicates that a sizable cut in production will be necessary in 1963 to return prices to a favorable level. With average yields, the crop from a moderately smaller acreage would provide ample supplies for market requirements.

1963 Guide: The 1963 guide is a planted acreage 5 percent smaller than in 1962. Such an acreage with abandonment of 5 percent and a 1958-62 average yield will result in a production 10 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Peas - Summer

(New York and Colorado)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

1,550

1/ 39

57

Background Statistics

1962 Prel.	1,550	1,400	43	60	9.62	577
1961	1,550	1,500	40	60	10.10	606
1956-60 Average	2,438	2,228	35	2/ 77	8.47	635
1951-55 "	4,050	3,784	32	2/118	6.79	785

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketing and
excluded in computing value: 5 in 1955 and 5 in 1958.

Comparisons and Comments: Summer production of fresh green peas remained at a low level in 1962 with large acreage losses offsetting improved yields. The small 1962 supply was sold under favorable market conditions. Prices were below the record high of 1961 but well above the 1956-60 average. Processed peas, particularly the frozen product, have largely displaced fresh peas in the market place. Twenty years ago fresh peas accounted for more than a tenth of the annual per capita use of peas but today only about one percent of our consumption is in the fresh form. During the same period, the use of frozen peas increased nearly seven-fold. Fresh distribution now is generally limited to a few specialized outlets. Over the years these markets are likely to diminish in importance. But in the near-term, there is a continued demand for a small fresh supply.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 5 percent and a 1958-62 average yield, will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

7,750 1/ 36 273

Background Statistics

1962 Prel.	7,750	7,650	40	307	7.76	2,383
1961	7,550	7,450	37	274	9.76	2,675
1956-60 Average	8,240	7,950	33	2/ 264	7.74	2,046
1951-55 "	9,360	8,940	34	2/ 306	9.06	2,416

1/ 1955-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 27 in 1951, 15 in 1954, 87 in 1955 and 3 in 1958.

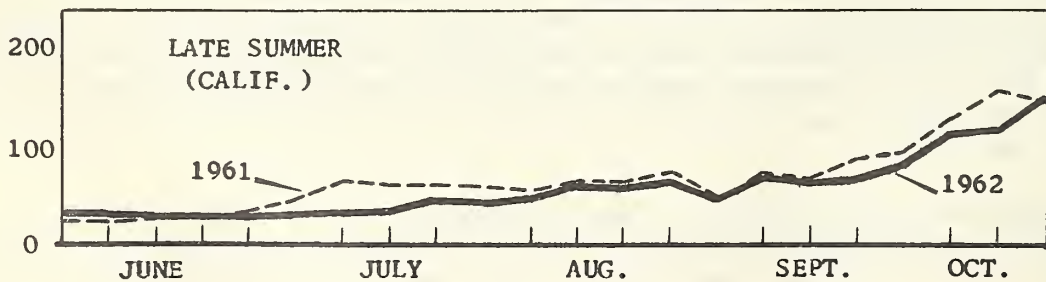
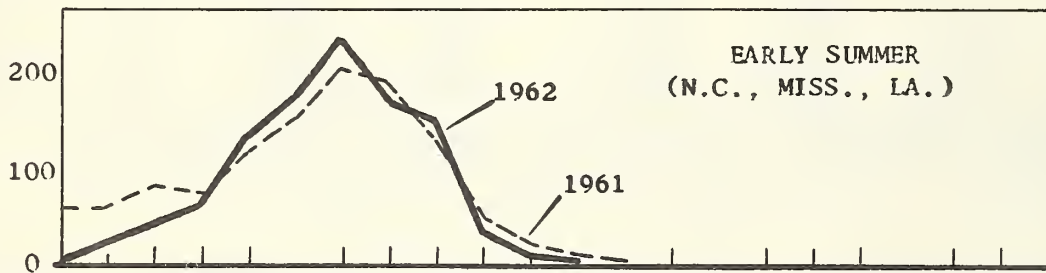
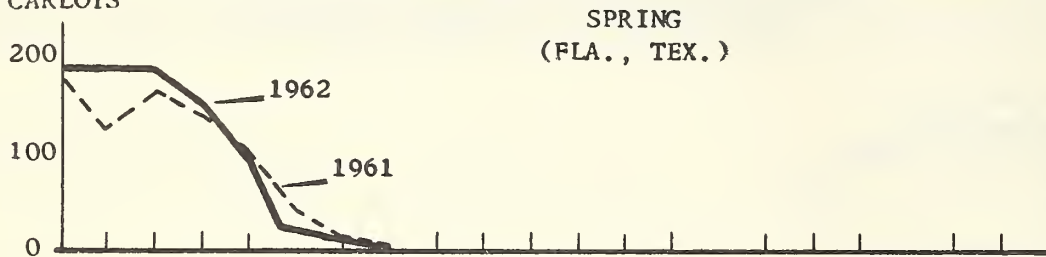
Comparisons and Comments: Total 1962 plantings of early summer green peppers were slightly larger than in 1961 with North Carolina accounting for all of the increase. Acreages in Mississippi and Louisiana were unchanged. Pepper acreage and production in the latter two states has declined sharply since 1955, mostly because of heavy competition from much larger supplies available in Florida and North Carolina. In 1962, generally unfavorable weather caused heavy losses early in the season but most acreages were reset. Conditions improved in late May and June and yields turned out to be relatively high. This resulted in a production 12 percent more than in 1961. Marketing problems developed in 1962 because of the early season set-back. Harvest was several weeks late in all areas. Shipments were light in early July and prices were high. But during the last half of July the movement became unusually heavy and prices dropped sharply. Season average prices were considerably below the high level in 1961 but about equal to the 1956-60 average. A 1963 acreage equal to 1962 would, assuming average yields, furnish a supply moderately above average. But with normal timing of harvest, market conditions for such a supply should be favorable.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 2 percent and a 1955-62 average yield, would result in a production 11 percent less than in 1962, but 3 percent above the 1956-60 average.

GREEN PEPPER SUPPLIES

Unloads 41 Cities

CARLOTS



1963 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio,
California, New York, and Michigan)

Year	Acreage		Yield			
	:Planted:	:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

19,050

1/ 93

1,736

Background Statistics

1962 Prel.	19,050	18,850	91	1,709	6.20	10,588
1961	19,420	19,020	89	1,699	6.43	10,918
1956-60 Average	17,160	16,610	93	1,538	6.36	9,775
1951-55 "	13,530	13,356	81	1,078	6.69	7,160

1/ 1956-60 average yield.

Comparisons and Comments: Moderate reductions in planted acreages were made in 1962 in New Jersey and Michigan; other states showed no change. In total, plantings were 2 percent below 1962 but well above average. The late summer crop marketing season extends from early July to early November with peak movement from mid-August to early September. In 1962, weather developments caused some distortion of marketing patterns. Dry conditions during the early part of the season limited yields in the Midwest and East and supplies were below normal. But more favorable conditions prevailed in late August and in September. The relatively high average yield resulted in a production about equal to 1961. Prices were moderate in late July but declined to a fairly low level in the August and early September period as large late season supplies, principally from New Jersey, were marketed. Following this period, there was a normal seasonal increase in prices for fresh market shipments from California.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 2 percent and a 1956-60 average yield, would result in a production 2 percent more than in 1962 and 13 percent more than the 1956-60 average.

1963 Acreage-Marketing Guides
Summer Vegetables

Spinach - Summer

(Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre:	Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

2,800 55 139

Background Statistics

1962 Prel.	2,800	2,600	55	143	5.50	786
1961	2,400	2,200	55	121	5.90	714
1956-60 Average	1,908	1,648	48	81	4.64	389
1951-55 "	1,202	1,002	51	2/ 51	5.54	263

1/ 1960-62 average yield.

2/ Includes 17,000 cwt. not marketed in 1951 and excluded in computing value.

Comparisons and Comments: Plantings of summer season spinach in 1962 were 17 percent above 1961, continuing the upward trend underway since the early 1950's. A moderate acreage in the San Luis Valley was lost because of hail damage. Also, yields and quality on earliest fields were low. But conditions improved gradually and for the season yields were well above average. Production was 18 percent larger than in 1961 and 76 percent above the 1956-60 average. Marketings were moderate through August and reached a peak in September. Prices ranged from moderate to high levels. The late season market for Colorado spinach was strengthened by a significant delay in fall crop harvests in the East and Midwest. In addition, processed spinach supplies were considerably below a year earlier. Stronger competition from these sources should be anticipated in 1963. But the potential for the summer spinach crop is favorable. Although Colorado producers have increased acreage substantially over the past decade, markets have readily absorbed the larger supplies. A 1963 production about as large as in 1962 probably could be marketed successfully. If yields are normal, a 1963 acreage equal to 1962 would be adequate.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 10 percent and a 1960-62 average yield, will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(planted acreage equal
to 1962)

41,650 1/ 118 4,866

Background Statistics

1962 Prel.	41,650	41,550	115	4,790	7.10	34,012
1961	42,700	42,600	125	5,324	7.99	42,522
1956-60 Average	46,770	46,550	105	2/ 4,862	6.69	32,539
1951-55 "	47,200,	46,710	87	2/ 4,068	6.38	25,781

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 59 in 1951, 110 in 1955 and 20 in 1958.

Comparisons and Comments: Total acreage for 1962 harvest was changed little from the preceding year. But lower yields resulted in a crop 10 percent smaller. Persistent dry weather during May reduced the potential crop in East Coast states. And in California, a cool spring retarded development. Alabama and Arkansas harvest became active by mid-June. By early July, substantial quantities became available from most other eastern producing areas. In California, shipments from San Diego County increased rapidly in early June and were followed shortly by supplies from the Cutler-Orosi district. Prices during the early season were high. But as the later districts matured in mid-July, California shipments reached heavy volume and prices fell sharply. This situation was mirrored in the East. For the season, prices averaged substantially below the high levels recorded in 1961 but above the 1956-60 average. Growers should be able to successfully market the crop from an equal acreage in 1963. With normal harvest timing the instability experienced in 1962 should be reduced.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with abandonment of 1 percent and a 1959-62 average yield will result in a production 2 percent larger than in 1962.

1963 Acreage -Marketing Guides
Summer Vegetables

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania,
Ohio, Indiana, Illinois, Michigan, Iowa, Colorado, Washington,
Oregon, North Carolina, and New Mexico)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

30,190 1/ 103 2,985

Background Statistics

1962 Prel.	30,190	29,190	108	3,163	6.12	19,354
1961	31,390	30,190	102	3,089	6.20	19,140
1956-60 Average	34,130	32,640	104	3,389	6.08	20,605
1951-55 "	38,154	37,204	105	3,929	5.59	21,959

1/ 1957-61 average yield.

Comparisons and Comments: Late summer tomato growers cut acreage to a record low level in 1962, continuing the trend underway since 1950. The most notable reductions were made in Michigan and Ohio. Dry weather affected crops in an area extending through Ohio, Pennsylvania and New York. But these states made excellent recovery. For the seasonal group the average yield was record high and total production was slightly larger than 1961. Cool weather delayed the New England crops and volume from this source held at a moderate level through August and September. Harvest in Michigan and Pennsylvania peaked in mid-August; New York shipments hit top volume in early September. In the Northwest, heaviest movement occurred during the second half of August. Despite the frequent delays, prices in most states were above average. Under normal conditions in 1963, ample markets should exist for the crop from an acreage equal to 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 4 percent and a 1957-61 average yield will result in a production 6 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Melons

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	.Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

12,200 1/ 52 634

Background Statistics

1962 Prel.	12,200	12,100	50	2/	606	3.50	2,004
1961	12,100	12,100	54		659	4.84	3,189
1956-60 Average	15,980	15,920	49		775	3.72	2,835
1951-55 "	22,480	22,260	72	2/	1,605	3.34	5,322

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1954 and 34 in 1962.

Comparisons and Comments: Changes in acreages in Georgia and South Carolina in 1962 were about offsetting and acreage in Arizona was equal to that in 1961. In Arizona, cold temperatures delayed the crop, and early and late acreage reached maturity at about the same time. In Georgia, some fields were replanted following unfavorable weather. Hot, dry weather during May caused some shedding of blooms and small melons. Harvest was late, commencing about June 20. Harvest in Arizona also started about June 20, three weeks later than normal, and just prior to the start of harvest of the large mid-summer acreage in California. Crop quality in Arizona and Georgia was good. In spite of the moderate early summer supply, markets were unfavorable. This was due largely to the erratic weather patterns which resulted in harvest overlaps among spring, early summer, and mid-summer areas. Shipments bunched in late June and early July, and as a result of the temporary gluts in supply, prices were pressured downward. With normal weather and the usual staggered schedule in harvests, growers should be more successful in marketing a supply in 1963 from plantings the same as in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1960-62 average yield, will result in a production 5 percent more than in 1962.

1963 Acreage-Marketing Guides
Summer Melons

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina,
Arkansas, Oklahoma, Texas, New Mexico, California, and Alabama)

Year	: Acreage :	Yield :	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(see 1963 guide below)

68,400 1/ 109 7,306

Background Statistics

1962 Prel.	70,800	69,400	106	2/ 7,365	3.60	26,066
1961	69,850	67,750	111	7,505	4.21	31,630
1956-60 Average	58,130	57,210	111	2/ 6,343	3.82	23,970
1951-55 "	51,530	50,590	100	5,032	3.47	17,302

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 395 in 1958 and 129 in 1962.

Comparisons and Comments: Total acreage, which has trended upward since 1956, was increased slightly in 1962. Compared with a year earlier, the small acreage in New Mexico was more than doubled, plantings in California were increased 8 percent, but acreage in Texas was reduced 31 percent. California accounted for 68 percent of the seasonal acreage. This compared with the 1951-60 average of 55 percent. Cold, winter weather delayed seeding in California, and cool spring temperatures slowed plant growth. Crop maturity was delayed until well into June when high temperatures caused ripening of an extensive acreage. The California supply substantially exceeded market capacity. Although the crop in the West was late, the crop in some of the Eastern areas tended to be early. As a result, demand for western supplies in eastern terminals was reduced. Prices received by farmers were near average levels, but sharply below the record high of 1961. Prices improved late in the season when western shipments declined. A smaller acreage in 1963 should result in a better balanced supply.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962 in California and equal to 1962 in all other states. Such an acreage, with abandonment of 2 percent and a 1958-62 average yield, will result in a production 1 percent less than in 1962.

1963 Acreage-Marketing Guides
Summer Melons

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

14,550 1/ 83 1,111

Background Statistics

1962 Prel.	14,550	13,350	81	1,078	3.70	3,986
1961	15,000	13,750	85	1,165	3.46	4,035
1956-60 Average	14,610	13,340	85	1,134	3.57	4,044
1951-55 "	13,152	12,382	87	1,083	3.27	3,538

1/ 1959-62 average yield.

Comparisons and Comments: Increases in acreages in 1962 in New York, Ohio, and Washington were more than offset by cuts in Colorado, Kansas, Michigan and New Jersey, and total acreage was 3 percent below 1961. Growing conditions were highly variable. The New York crop made good progress. But in Ohio and Michigan, hot, dry weather reduced yields. Cool weather reduced output in Oregon and Washington. Total production was 7 percent less than in 1961. Michigan and Colorado each accounted for almost one-fourth of the production. Due to heavy potential supplies and bunching of harvests in major mid-summer areas, shipments exceeded market demand during July and at the start of the late summer marketing season prices were under pressure. However, supplies lightened in August and prices improved. In July 1962, unloads in 41 cities totaled almost 23 percent above those in July a year earlier. Unloads in August 1962, however, were 17 percent less. In addition, a large supply of fall cantaloups was available in 1962 from acreages grown in the Imperial Valley of California. Prices received for late summer supplies in 1963 will be affected by developments on mid-summer and fall acreages in California. An acreage in 1963 equal to that in 1962 should adequately supply expected market needs.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 8 percent and a 1959-62 average yield, will result in a production slightly larger than in 1962.

1963 Acreage-Marketing Guides
Summer Melons

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

221,700 1/ 75 15,131

Background Statistics

1962 Prel	221,700	204,600	75	2/ 15,435	1.26	18,732
1961	228,200	207,500	75	15,575	1.53	23,804
1956-60 Average	279,540	247,280	72	2/ 17,694	1.25	21,403
1951-55 "	312,720	288,640	66	2/ 19,002	1.22	22,611

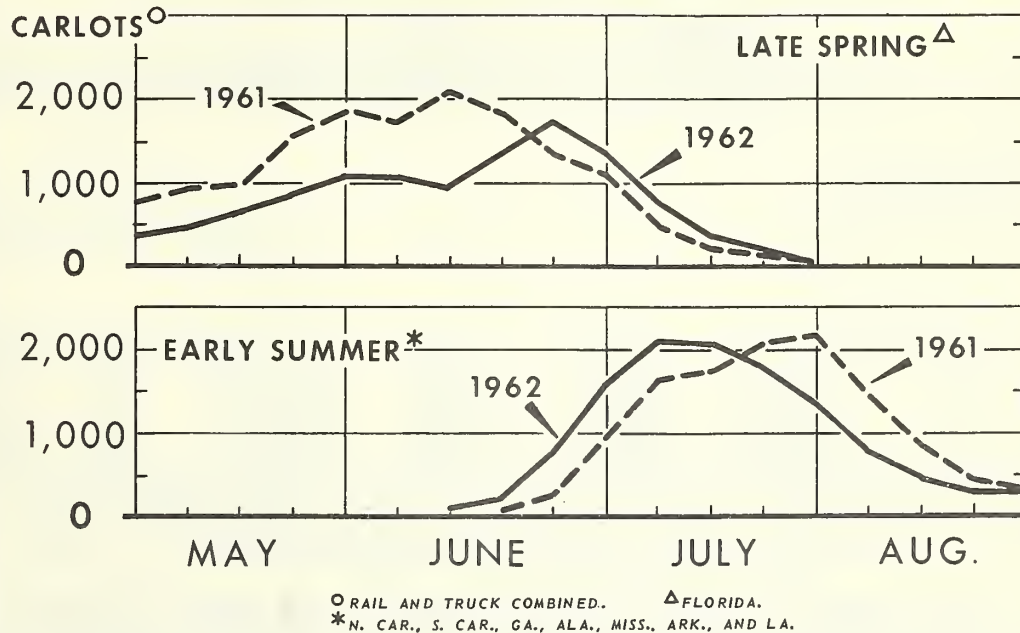
1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 110 in 1951, 280 in 1954, 1,111 in 1955, 499 in 1956, 2,040 in 1958, 70 in 1959, 147 in 1960 and 540 in 1962.

Comparisons and Comments: Early summer acreage and production in 1962 were record low. Due largely to a sharp cut in Texas, total plantings in 1962 were 3 percent less than in 1961. Average yield per acre was relatively high. Production totaled slightly below 1961 and 13 percent below the 5-year average. Texas accounted for almost a third of the production and Georgia a fifth. Output in California was near record-low. However, due to delayed development of the preceding spring crops, spring and early summer marketings overlapped substantially. Some abandonment of supplies occurred, and growers' prices were depressed. Shipments were comparatively light into mid-June, increased to a high level the last half of June when seasonal marketings overlapped, were maintained at high levels during July, then declined to moderate levels in August. Prices received by farmers mirrored the erratic pattern of marketings, averaging \$1.90 per cwt. in June, declining to the season's low of \$0.95 in July, and recovering and returning \$1.30 in August. Assuming normal timing in harvests between seasonal crops in 1963, the production from an acreage in 1963 equal to 1962 could be expected to be marketed under favorable conditions.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with abandonment of 9 percent and a 1960-62 average yield, will result in a production 2 percent less than in 1962.

WATERMELON SUPPLIES UNLOADS 41 CITIES



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 461-63 (1) AGRICULTURAL MARKETING SERVICE

Watermelon production in the early summer of 1962 was slightly less than in 1961. However, prices received by growers were much lower. The marketing problems encountered, particularly in the southeastern states, resulted from a severe overlap with the preceding spring crop in Florida. The 1962 spring crop in this state was large. More significantly, harvests in Florida were delayed by cold weather. Shipments were light through mid-June but reached heavy volume late in the month. Markets were glutted during most of July. Prices were at distress levels and substantial quantities of melons were not harvested because of economic conditions.

1963 Acreage-Marketing Guides
Summer Melons

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia, Oregon and Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(see 1963 guide below)

33,300 1/123 4,055

Background Statistics

1962 Prel.	34,400	34,300	123	4,203	1.17	4,899
1961	34,000	33,900	120	4,052	1.19	4,828
1956-60 Average	29,780	29,480	120	2/ 3,556	1.31	4,510
1951-55 "	23,520	23,340	108	2,537	1.34	3,318

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1958 and 144 in 1960.

Comparisons and Comments: Total planted acreage of late summer watermelons in 1962 was 1 percent more than in 1961. Minor changes occurred in most states. But Virginia showed a reduction of 16 percent while growers in Missouri boosted plantings a tenth. Plantings in the latter state have increased sharply in recent years. Growing conditions in general were favorable and high yields were obtained in all states. Production was 4 percent larger than in 1961 and 17 percent above the 1956-60 average. Markets for watermelons were under pressure during most of the summer in 1962. A significant overlap of spring and early summer crops resulted in burdensome supplies in early July. With heavy supplies available in the late summer states, markets continued to be overloaded until late August. Prices remained at low levels until the season neared its end in September. A smaller watermelon supply is needed for 1963. In most states, average yields on acreages equal to 1962 would result in an adequate reduction. But acreage in Missouri has expanded faster than appears warranted under current demand conditions. Market prospects for the 1963 crop in this state would be improved with a 1963 acreage smaller than in 1962.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than 1962 in Missouri and equal to 1962 in all other states. Such an acreage, with abandonment of 1 percent and a 1960-62 average yield, will result in a production 4 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Arkansas, Louisiana and California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

14,450

1/ 42

577

Background Statistics

1962 Prel.	14,450	13,650	45	612	8.63	5,280
1961	15,850	14,250	41	584	8.53	4,981
1956-60 Average	14,970	14,210	42	2/ 592	9.18	5,387
1951-55 "	18,890	16,940	41	2/ 695	8.71	6,017

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 4 in 1955 and 7 in 1957.

Comparisons and Comments: Total planted acreage of early fall snap beans was 9 percent less than in 1961, with all eastern states showing moderate reductions. Plantings in California have shown little year to year change since the late 50's. Weather factors affecting the production of snap beans varied extensively among areas included in the early fall group. Fairly heavy losses occurred in Mississippi and Louisiana due to dry weather but generally favorable conditions prevailed in New Jersey and Virginia. Average yields in the latter states were high and, coupled with an improvement over 1961 yields in California, resulted in a 5 percent increase in total early fall production as compared to 1961. Although fairly low prices were experienced during the latter half of October as the season neared completion, the problem of marketing the 1962 eastern crop was less than in most recent years because of a more even flow of supplies from individual states and because of fewer competing supplies from both summer and the late fall producing states. Prices received by California growers were relatively low.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 5 percent and a 1956-60 average yield, would result in a production 6 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Late Fall

(Florida and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

14,900 1/ 36 488

Background Statistics

1962 Prel.	14,900	14,400	39	568	9.23	5,241
1961	15,600	13,700	41	564	7.75	3,982
1956-60 Average	16,660	14,580	33	2/ 477	9.36	4,298
1951-55 "	22,180	19,340	30	2/ 579	8.95	4,727

1/ 1955-61 (less 1959) average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 124 in 1951, 35 in 1953, 31 in 1955, 49 in 1958 and 50 in 1961.

Comparisons and Comments: Planted acreage in Florida was reduced moderately in 1962. With the exception of 1960 when unusually wet weather interfered with planting operations, this was the lowest on record. Acreage in Texas was unchanged. The 1962 late fall season progressed in a generally satisfactory manner from the standpoint of both production and marketing until the December freezes disrupted marketing operations and destroyed most of the near-harvest stage crops in South Florida. Although total production was near that in 1962, shipments during the early weeks of the season were relatively light. In addition, competing supplies from the preceding early fall crop were light as the Florida season began. Prices declined from the high opening levels but were still moderate before the freeze occurred. This, plus the very high prices for remaining supplies during December, resulted in a high season average price. If 1963 plantings are maintained at the 1962 level, sufficient market supplies would likely be produced.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with normal abandonment in Florida and 1955-61 (less 1959) average yields by states, would result in a production 14 percent less than in 1962 but about equal to the 1956-60 average.

1963 Acreage-Marketing Guides
Fall Vegetables

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

23,000

1/ 45

1,025

Background Statistics

1962 Prel.	23,000	22,950	47	1,075	8.15	8,761
1961	22,450	22,300	49	1,091	8.05	8,782
1956-60 Average	24,340	24,120	44	1,066	7.80	8,303
1951-55 "	22,240	21,960	46	1,008	8.40	8,381

1/ 1955-61 average yield.

Comparisons and Comments: With planting reductions ranging from moderate in Pennsylvania to extreme in New Jersey, producing states in the East had substantially less acreage in 1962 as compared to 1961. However, there was an increase of 13 percent in plantings in California, prompted mostly by the relatively light frozen stocks. Acreage in the Northwest was about the same as in 1961 as a slight increase in Oregon was offset by a decrease in Washington. In general, producing areas in the East experienced unusually favorable growing conditions in 1962. Yields were high and of good quality. As a result, supplies available from these sources were about equal to 1961. For the most part, returns to growers were moderate. This situation prevented the usual volume for fresh market sale from being shipped out of California. However, increased demand by freezers prevented pressure on market prices in the latter State and season average prices were relatively high.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 1 percent and a 1955-61 average yield will result in a production 5 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	Acreage		Yield			
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 30,200

1/ 256

7,422

Background Statistics

1962 Prel.	31,830	31,010	271	8,417	1.39	11,695
1961	33,630	32,110	257	8,237	1.42	11,657
1956-60 Average	34,980	33,608	253	2/8,564	1.46	11,733

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 485 in 1956, 353 in 1958, and 47 in 1960.

Comparisons and Comments: Growers reduced plantings by 5 percent in 1962. Major cuts in New York, Michigan and Wisconsin were accompanied by lesser reductions in several other states. And for a while, it appeared that this action would result in a favorable marketing season. Dry weather threatened crops in many states and early prospects indicated that production would fall substantially short of 1961. But conditions improved steadily as crops were sizing and excellent yields were recorded. Consequently production exceeded the preceding year by 2 percent. The crop was particularly large in the major processing states. In these areas prices declined to low levels as harvest became active. In spite of large inventories, processors responded to the attractive prices and put up a large pack. In New York, utilization by packers was particularly heavy. In mid-December, a severe freeze in Florida damaged the winter crop in that state and sharp increases in cabbage prices occurred across the country. Growers who had supplies remaining in storage fared well from this development. However, this situation cannot be expected to recur in 1963. And kraut carryover into the 1963 packing season is expected to be heavy. Therefore, if depressed marketing conditions are to be avoided, a cut in acreage will be required.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with abandonment of 4 percent and a 1958-62 average yield will result in a production 12 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

3,100 1/ 129 400

Background Statistics

1962 Prel.	3,100	3,100	147	457	1.42	648
1961	3,400	3,400	141	481	1.46	701
1956-60 Average	4,250	4,100	107	2/ 436	2.03	851
1951-55 "	4,642	4,462	104	470	2.74	1,208

1/ 1960-62 average yield.

2/ Includes 22,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: In keeping with a trend which began in the middle 1950's, growers in Virginia and North Carolina reduced their plantings in 1962. Total acreage for the late fall group was the smallest recorded since 1940. Nevertheless, the tonnage harvested was larger than the average of recent years as record high yields were registered. And 1962, like the two preceding years, carried a disappointing marketing season for growers. Outlets were filled with supplies from the early fall crop and growers were forced to sell in a highly competitive market. For the season, prices in the late fall states averaged slightly below the preceding year and substantially below the 1956-60 average. Growers should expect continuing strong competition for market outlets from early fall supplies in the years ahead. With average yields in 1963, an acreage equal to that harvested in 1962 would produce a moderately smaller crop. This quantity would be adequate to supply potential market requirements.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1960-62 average yield will result in a production 12 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington, Oregon, and Connecticut)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

20,375

1/262

5,071

Background Statistics

1962 Prel.	20,375	19,550	297	5,806	1.77	10,287
1961	21,000	20,100	282	5,678	1.73	9,799
1956-60 Average	21,528	20,454	240	2/4,888	1.81	8,656
1951-55 "	19,558	18,118	245	2/4,430	1.96	8,427

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 124 in 1951, 238 in 1953, 256 in 1954,
110 in 1956, and 289 in 1958.

Comparisons and Comments: In 1961, Texas growers sharply expanded acreage. Then in 1962 they canceled this action, cutting plantings 1,200 acres. Total early fall acreage was down 3 percent, mostly as a result of the change in Texas. Dry weather delayed crops in sections of the Northeast. Nevertheless, a substantial overlap occurred with harvests in late summer producing areas. In Texas, harvesting of the early crop began in late July, and reached peak volume during the second half of August. Michigan growers produced their largest crop in many years and shipped substantial quantities from early August through the fall months. In total, the early fall crop was 2 percent larger than in 1961. Furthermore, competition from California and Colorado supplies provided competition for fresh market outlets throughout the season. Average prices received by growers were disappointing. Supplies from California can again be expected to compete strongly for fresh market outlets in 1963. And a large carryover is likely to limit demand for processing supplies. A smaller production in 1963 would improve the likelihood of favorable marketing conditions. With average yields, the crop from an acreage equal to 1962 would be moderately smaller.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with abandonment of 5 percent and a 1958-62 average yield, would result in a production 13 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1963 Acreage Guide and Probable Production (planted acreage 10 percent less than in 1962)						
	8,100	1/	285	2,308		
Background Statistics						
1962 Prel.	9,000	9,000	290	2,610	3.53	9,202
1961	8,000	8,000	295	2,360	3.59	8,462
1956-60 Average	9,400	9,400	278	2,590	4.19	10,767
1951-55 "	9,760	9,760	252	2,439	5.24	12,693
1/ 1957-61 average yield.						

Comparisons and Comments: California production rebounded from the low level registered in 1961. The 1962 crop was 11 percent larger than in 1961 and slightly above the 1951-60 average. The increase reflected a 12 percent increase in acreage from 1961. The Salinas - King City area provided the first fall shipments from California. During much of the season competitive supplies were available from early fall producing states. This pressure helped to hold prices at low levels until the end of October. Then as California supplies began to dominate the market, prices climbed to moderate levels and held there for the remainder of the season. In recent years, areas with locational advantages have demonstrated their ability to compete with California for fall carrot markets. California growers must plan for a continuance of this competition, particularly during the early part of their marketing season. Assuming average yields in 1963, an acreage 10 percent smaller than in 1962 would be sufficient to supply market requirements.

1963 Guide: The 1963 guide is a planted acreage 10 percent smaller than in 1962. Such an acreage with no abandonment and a 1957-61 average yield will result in a production 12 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Early Fall

(New York (L.I.), New Jersey, Ohio, Michigan, Oregon, and Wisconsin)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

7,350

1/ 91

635

Background Statistics

1962 Prel.	7,350	6,680	92	617	6.30	3,890
1961	7,750	5,900	80	474	6.53	3,093
1956-60 Average	8,240	7,350	91	<u>2</u> / 671	6.41	4,231
1951-55 "	9,034	8,174	88	<u>2</u> / 717	6.55	4,635

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1953 and 20 in 1957.

Comparisons and Comments: Plantings in 1962 were about equal to those in 1961. All producing areas in the East and the Midwest experienced near ideal growing conditions despite the threat of dry weather early in the season. The below normal rainfall was supplemented by the use of irrigation facilities on most of the Long Island and New Jersey acreage and damage was prevented in other areas by more favorable temperature and moisture conditions in September and October. While average yields did not meet mid-season expectations, they were nevertheless about average in most all states with the exception of Oregon where most of the crop is grown for processing. Total production was much larger than in 1961 when heavy acreage losses occurred on Long Island. However, supplies originating in states producing primarily for fresh market were below the 1956-60 average. Movement from early fall states was most active from mid-September through early November with Long Island the leading supply source. In general, quality was good. Market prices declined abruptly in early October but remained relatively stable near a moderate level the remainder of the season.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with abandonment of 5 percent and a 1956-60 average yield will result in a production 3 percent more than in 1962 but slightly less than the 1956-60 average.

1963 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Late Fall

(California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 7,400

1/ 98

725

Background Statistics

1962 Prel.	7,800	7,800	100	780	6.34	4,944
1961	7,300	7,300	110	803	6.73	5,405
1956-60 Average	6,340	6,320	89	566	5.10	2,884
1951-55 "	5,180	5,180	88	454	5.35	2,382

1/ 1958-62 average yield.

Comparisons and Comments: Favorable returns for fresh market supplies during the 1961 late fall season, coupled with plans by processors to increase their frozen packs in 1962, encouraged a moderate increase in acreage in 1962. Plantings were 7 percent more than in 1961 and 23 percent above the 1956-60 average. In the central coastal areas of California, where the majority of late fall plantings are located, weather conditions were less than optimum for crop development. While yields were well above average, quality and sizes were below normal during much of the main harvesting period from early November to mid-December. In addition, competing areas had a typically heavy volume of good quality supplies and dominated markets throughout the eastern half of country. This restricted fresh market shipments from California in 1962. However, a strong freezer demand held prices at fairly high levels. Based on the assumptions that freezer requirements in 1963 may not be as large as in 1962 and that the pattern of distribution to fresh markets will approximate that in 1962, less acreage would be required in 1963.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage with no abandonment and a 1958-62 average yield would result in a production 7 percent less than in 1962 but 28 percent more than the 1956-60 average.

1963 Acreage-Marketing Guides
Fall Vegetables

Celery - Early Fall

(Massachusetts, Pennsylvania, Ohio and Michigan)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

1,940 1/ 340 620

Background Statistics

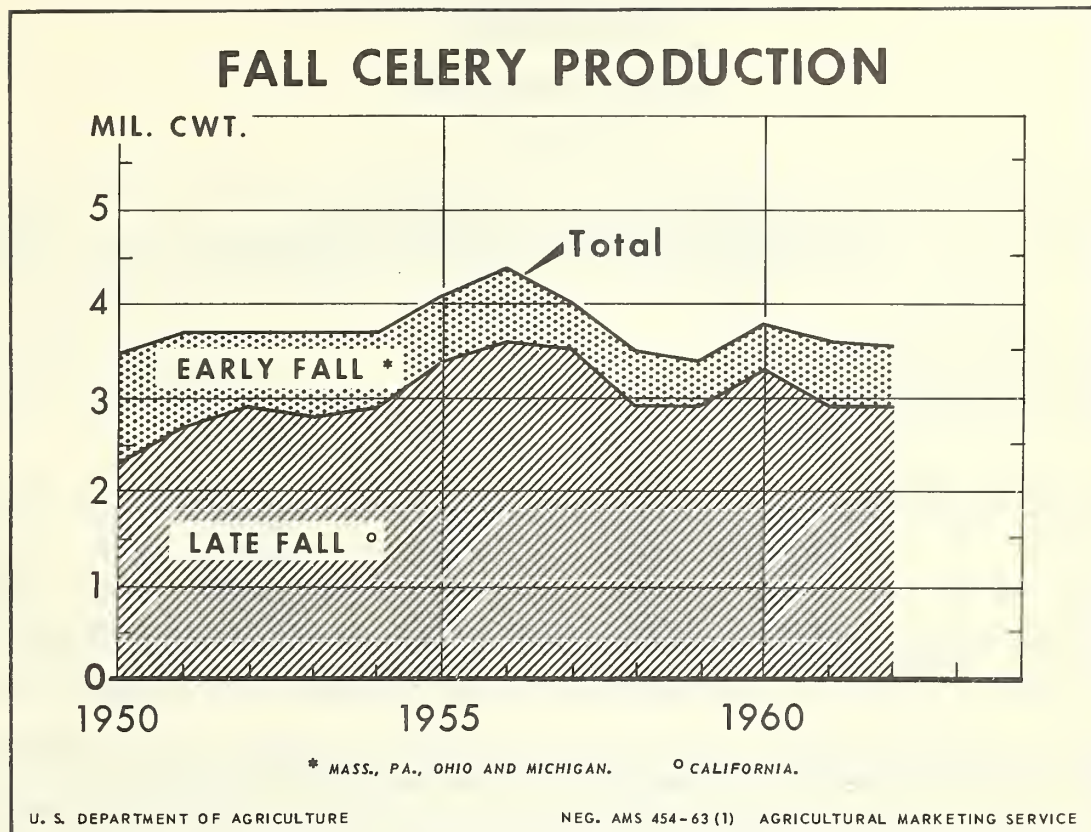
1962 Prel.	1,940	1,940	340	660	3.00	1,977
1961	2,120	2,020	357	722	2.86	2,064
1956-60 Average	2,174	1,972	290	569	3.70	2,083
1951-55 "	3,320	3,070	271	2/ 833	4.04	3,267

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 55 in 1953 and 39 in 1954.

Comparisons and Comments: The dull market for celery that prevailed in the late summer continued in the fall of 1962. Demand for celery was comparatively weak in the early fall. Total unloads in 41 cities during September and October, 1962 were 5 percent below the total for the like months in 1961. Harvested acreages in Massachusetts, Pennsylvania, and Ohio were reduced compared with 1961 but in Michigan acreage was equal to that of a year earlier. Yields per acre were high in Michigan and Massachusetts but were low compared with a year earlier in Ohio and Pennsylvania. Total production was slightly below the high tonnage harvested in 1961. Four-fifths of the production originated in Michigan. Fall weather was favorable for harvest and permitted an extended marketing season. About a fifth of the Michigan acreage was harvested after October 1. In mid-September 1962, prices at Michigan shipping points peaked at \$2.30 per crate. Most sales, however, returned \$1.75, slightly less than the low level in 1961. Growers of early fall celery can continue to expect strong competition from supplies originating in late summer areas and in California. The production from an acreage in 1963 equal to that in 1962 should be adequate for market needs.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage with abandonment of 6 percent and a 1960-62 average yield, will result in a production 6 percent less than in 1962.



During the fall months California is the major factor in the celery market. This state accounts for slightly more than 80 percent of the total supply available from September through mid-December. From 1950 through 1956, expanding production in California put heavy pressure on markets for eastern and midwestern-grown celery. However, since 1957 producers in these areas have improved their handling and selling practices and have maintained their share of the market.

1963 Acreage-Marketing Guides
Fall Vegetables

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 5,700

1/ 502 2,861

Background Statistics

1962 Prel.	6,000	6,000	490	2,940	3.10	9,114
1961	5,700	5,700	515	2,936	3.65	10,716
1956-60 Average	7,820	7,820	416	<u>2/</u> 3,257	3.44	10,761
1951-55 "	7,980	7,980	372	2,940	3.72	10,969

1/ 1961-62 average yield.

2/ Includes 535,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Supplies of fall celery exceeded market needs and prices to growers were low. Demand for celery was relatively weak in the fall of 1962. This was indicated by total unloads in 41 cities which were 5 percent less than the total for the fall of 1961. Demand for California supplies in eastern markets apparently was checked by marketing of local supplies; favorable fall weather permitted eastern harvests to continue until late in the fall when new crop supplies from Florida began moving to markets. Also, generous fall supplies of other salad crops may have adversely affected sales of celery. Because of the slow market, growers in California tended to pace harvests on the basis of orders received. The slowing of harvests permitted additional growth in stalks, and a high percentage of large-size stalks resulted. Acreage for harvest in California was 5 percent above 1961. Due to the poor market, growers didn't strive for maximum yield per acre. Consequently, total production was virtually equal to that in 1961. Shipments from California peaked in the first half of November, when buying increased in anticipation of Thanksgiving needs. At California shipping points, prices were mostly \$1.40 to \$1.60 per crate except during the first part of November when they increased to \$2.00. A smaller acreage in 1963 should result in a supply in better balance with market outlets.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with no abandonment and a 1961-62 average yield, will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Sweet Corn - Fall

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(see 1963 guide
below)

11,700 1/ 57 634

Background Statistics

1962 Prel.	11,900	11,600	55	637	4.57	2,913
1961	11,800	11,600	65	754	4.19	3,162
1956-60 Average	11,480	9,960	58	2/ 577	4.81	2,633
1951-55 "	5,160	4,760	65	330	5.20	1,610

1/ 1960-62 average yield.

2/ Includes 33,000 cwt. not marketed in 1959 and excluded in computing value.

Comparisons and Comments: In 1962, Florida growers planted a Fall sweet corn acreage equal to that in 1961. Due to a comparatively low yield per acre, production was almost a fourth less than a year earlier but slightly more than the 5-year average. Most of the supply originated in the Everglades area. Early fields were harvested by the end of September. Marketings were light in October, and heaviest shipments occurred in November when prices were relatively high. Growers' prices averaged considerably above the depressed level of 1961 but moderately below average. In California, growers increased acreage slightly. Yield per acre was near average, and total production in 1962 was close to the level of a year earlier. Harvest in the Irvin-Wheeler Ridge district started late in September. Kern County furnished the bulk of mid-fall supplies. Average price received by California growers was the lowest in recent years. Demand for California supplies in out-of-state markets was checked by marketings of local supplies. A total production in 1963 equal to that in 1962 would be adequate for market needs.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962 in California and equal to 1962 in Florida. Such an acreage, with an abandonment of 5 percent and a 1960-62 average yield, will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana, California, and Texas)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

8,300

1/ 84

669

Background Statistics

1962 Prel.	8,300	8,000	82	657	5.01	3,292
1961	7,900	7,450	80	599	4.60	2,756
1956-60 Average	6,900	6,780	84	567	4.39	2,494
1951-55 "	4,610	4,350	93	2/ 398	4.18	1,639

1/ 1956-60 average yield.

2/ Includes 4,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: The upward trend of early fall cucumber acreage continued in 1962 when total plantings were 5 percent above 1961 and 20 percent above the 1956-60 average. Virginia, Texas and California accounted for the gain over 1961; other states show little change. A short period of wet weather in Virginia during September threatened to seriously reduce market quality and yields, but more favorable conditions the remainder of the season brought the crop to maturity in good condition. Output per acre in Virginia was equal to the high level attained in 1961. Relatively high yields also were reported in most other states. Total production was 10 percent more than in 1961 with the increase about evenly divided between Virginia and California. Reduced volume from principal competing areas in New York during early September plus some delay in volume movement from Florida contributed to the favorable early fall marketing season. However, the market demand for this crop appears to be increasing and above average quantities have been marketed successfully in recent years. Requirements in 1963 probably will be near the level produced in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with an average abandonment of 4 percent and a 1956-60 average yield would result in a production 2 percent more than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Late Fall

(Florida)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

6,400 1/ 115 662

Background Statistics

1962 Prel.	6,400	5,400	115	621	5.60	3,478
1961	6,700	6,200	130	2/ 806	4.10	2,981
1956-60 Average	6,240	5,560	112	2/ 619	5.90	3,235
1951-55 "	5,160	4,600	105	2/ 489	5.99	2,654

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 51 in 1953, 48 in 1954, 40 in 1955, 30 in 1956, 76 in 1957, 71 in 1958, 80 in 1959, 56 in 1960 and 79 in 1961.

Comparisons and Comments: In 1962, the acreage of late fall cucumbers was reduced moderately from the high level in 1961. Most of the crops in central Florida reached maturity under favorable circumstances and, as harvesting and marketing operations were at the height of activity in late November, prospects indicated a production about equal to that in 1961. Through mid-November, supplies in principal terminal markets were ample. Prices declined to moderate levels but continued to be above average as movement increased seasonally. The severe cold wave in December sharply reduced available supplies in the important Ft. Myers and Pompano areas. Prices for the limited quantity of marketable cucumbers remaining increased sharply and soon reached very high levels. The season average price was high. A larger total supply would be desirable in 1963. But with average yields and abandonment, no change in acreage is needed.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with a normal abandonment of 10 percent and a 1958-62 average yield would result in a production 7 percent more than in 1962 and the 1956-60 average.

1963 Acreage-Marketing Guides

Fall Vegetables

Eggplant - Fall

(Florida)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

1,000

1/ 111

101

Background Statistics

1962 Prel.	1,000	900	115	104	5.20	541
1961	1,200	1,100	130	2/ 143	3.80	490
1956-60 Average	1,060	960	94	2/ 88	6.57	552
1951-55 "	900	830	96	2/ 81	5.83	410

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1954, 15 in 1955, 11 in 1957 and 14 in 1961.

Comparisons and Comments: Dry weather at planting time, plus very unfavorable markets in the preceding year, combined to bring a substantial cut in the 1962 acreage of fall eggplant in Florida. Plantings were a sixth less than in 1961. Growing conditions improved as the season progressed, and high average yields were obtained. Total production was 36 percent below the excessive crop in 1961 but 18 percent above the 1956-60 average. Movement was light through October and prices were high. Shipments and prices held at moderate levels through November and the first-half of December. The mid-month freeze reduced output sharply; high prices prevailed for the limited supply. For the season, prices received by growers were considerably above the depressed levels of 1961 but moderately below the 1956-60 average. Requirements for fall eggplant have shown little change over the years. A supply of about 100 thousand hundred-weight generally has been marketed with success. Provided abandonment and yields are normal in 1963, a planted acreage equal to 1962 would furnish a supply in balance with prospective requirements.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with abandonment of 9 percent and a 1960-62 average yield, will result in a production 3 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962) 30,950 1/ 162 4,864

Background Statistics

1962 Prel.	30,950	30,550	174	5,325	4.12	21,927
1961	32,550	31,750	159	2/ 5,052	3.63	18,263
1956-60 Average	37,186	36,110	151	2/ 5,427	4.19	22,602
1951-55 "	46,130	44,870	138	2/ 6,199	4.11	25,214

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 137 in 1952, 28 in 1953, 19 in 1954, 40 in 1958 and 25 in 1961.

Comparisons and Comments: The record low acreage in 1962 was in keeping with a long term decline in early fall lettuce plantings. However, growers produced record yields and the total crop was 5 percent larger than in 1961. During much of August, lettuce prices were low and in early September the Summer Head Lettuce Advisory Board in California employed shipping holidays and a discing program in an effort to strengthen the market. Prices improved sharply after Labor Day and held at high levels until late September. From then until mid-November, returns held mostly within the moderate range. For the seasonal group, prices averaged substantially above a year earlier and were close to the 1956-60 average. At least part of the success of the 1962 season may be attributed to a cut in late fall production in Arizona. This action reduced the seriousness of overlapping fall shipments from the two large western producing areas. The size of early plantings in Arizona will continue to have a great effect on the success of early fall crops. In planning their 1963 acreages, growers should keep this situation in mind.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 3 percent and a 1959-62 average yield will result in a production 9 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Late Fall

(Arizona)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1963 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1962)	19,200		<u>1/</u> 159	3,053		
<u>Background Statistics</u>						
1962 Prel.	19,200	18,900	155	2,930	4.60	13,478
1961	20,900	20,900	180	3,762	4.15	15,612
1956-60 Average	21,920	21,340	143	3,035	5.19	15,183
1951-55 "	11,860	11,860	142	1,670	5.15	8,573
<u>1/</u> 1958-61 average yield.						

Comparisons and Comments: During the last few years Arizona growers have reduced plantings from the peak level recorded in 1958. But up until 1962 these reductions had no effect on production, as average yields trended sharply upward. Then in 1962, hot weather broke the pattern. Seeders and generally poor quality reduced yields sharply, particularly in the early areas. These conditions, occurring on a substantially reduced acreage, resulted in a crop 22 percent less than in 1962. During September and October, Arizona lettuce shipments were extremely light, totaling less than half of the quantity shipped during the same period in 1961. During most of these two months, shipping point prices were high. Then as cutting became active in the Salt River and Harquahala Valleys and in the Red Rock-Picacho areas in early November, shipments increased to a sharply higher level. Rail movement from Arizona during November averaged over 1,000 carlots per week. In the second half of the month, prices fell to low levels as competition began from Yuma and the Blythe district of California. For the season, prices showed a moderate average. With average yields in 1963, a larger crop would be produced on an acreage equal to 1962. But if serious bunching of shipments is avoided, this quantity can be marketed successfully.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with no abandonment and a 1958-61 average yield will result in a crop 4 percent larger than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))	

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

7,300 1/ 71 487

Background Statistics

1962 Prel.	7,300	6,900	75	518	8.84	4,578
1961	7,550	7,400	81	603	6.43	3,875
1956-60 Average	6,600	6,120	65	395	10.51	4,140
1951-55 "	8,070	7,670	44	2/ 336	10.70	3,370

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 26 in 1954 and 6 in 1955.

Comparisons and Comments: Plantings were reduced moderately in Florida in 1962 from a relatively high level. But this was offset in part by a slight increase in Virginia. Acreage in Texas was about equal to 1961. In total, planted acreage continued to be slightly above average. During the first half of the marketing period, earliest crops, including all of those in Virginia and relatively small amounts in Florida and Texas, developed nicely and quality was good. Market prices generally held at moderate levels through November and early December. The second half of the period followed the series of freezes in Florida in December. Losses to mature and near mature crops in Florida were heavy. Florida production was further reduced from early estimates which had indicated a crop about one-third less than in 1961. Assuming normal growing and marketing conditions in 1963, the fall sales potential would be adequately supplied from a 1963 acreage the same as in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with abandonment of 6 percent and a 1958-62 average yield would result in a production 6 percent less than in 1962 but 23 percent more than the 1956-60 average.

1963 Acreage-Marketing Guides
Fall Vegetables

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio and Missouri)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)					
	4,840	1/ 59	257		
Background Statistics					
1962 Prel.	4,840	4,190	65	275	6.37 1,751
1961	5,030	4,230	63	266	6.92 1,840
1956-60 Average	5,820	5,214	58	305	6.10 1,842
1951-55 "	6,658	6,222	62	390	5.58 2,166
1/ 1958-62 average yield.					

Comparisons and Comments: The 1962 season for early fall spinach got off to a poor start, with dry summer weather hindering planting in several major areas, raising doubts as to yield and quality, and delaying growth. Planted acreage in total was 4 percent below 1961, with declines occurring in New York, New Jersey and Missouri. But growing conditions improved sharply during the fall and yields reached high levels. As a result, production was 3 percent larger than in 1961. The marketing pattern was distorted, with below normal supplies moving during the early weeks of the season and relatively heavy shipments in late October and early November. However, prices were maintained at moderate levels. Season average returns were below the high price in 1961 but were above the 1956-60 average. After declining steadily for many years, fresh spinach production appears to be leveling out. Although the frozen product may achieve further gains, the rate of change from fresh to frozen is likely to be more gradual than in past years. Producers for fresh market sale should find adequate outlets for a 1963 crop from an acreage as large as in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 10 percent and a 1958-62 average yield, will result in a production 7 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Spinach - Late Fall

(Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

1,700

1/ 48

69

Background Statistics

1962 Prel.	1,700	1,350	48	65	7.57	492
1961	1,750	1,500	45	68	7.21	490
1956-60 Average	1,390	1,380	50	68	5.94	406
1951-55 "	1,120	1,120	55	62	5.58	346

1/ 1959-62 average yield.

Comparisons and Comments: The production of spinach for fresh market during the late fall season declined nearly a fourth during the last ten years, with all of the decline occurring in the Ozarks area. A major portion of the Arkansas and Oklahoma spinach crops now move to processors; sales to fresh market outlets are minor. In contrast, the fresh industry in Maryland and Virginia has tended to expand. Plantings in the latter states in 1962 were slightly less than in 1961 but a fifth above the 1956-60 average. Yields were below average in 1962 and production was slightly smaller than in 1961. Market conditions were favorable during the 1962 season. The overlap with harvests in other fall crop states was a little heavier than a year earlier but there was less competition with the winter crop in Texas. Prices for the small crop ranged from moderate to high levels. Maryland and Virginia producers should continue to benefit from the brief, but significant gap in marketings from large early fall crops and heavy shipments from Texas. The market potential for late fall spinach is expected to remain good.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with abandonment of 15 percent and a 1959-62 average yield, will result in a production 6 percent more than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Early Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1962)

18,400

1/ 174

3,202

Background Statistics

1962 Prel.	19,400	19,400	180	3,492	6.50	22,698
1961	19,700	19,700	160	3,152	7.60	23,955
1956-60 Average	21,300	21,300	164	3,492	7.34	25,692
1951-55 "	17,700	17,700	168	2,965	6.87	20,307

1/ 1959-62 average yield.

Comparisons and Comments: Since the mid-1950's, early fall tomato acreage has held within a narrow range. In 1962, California growers reduced their plantings slightly from the preceding year. But near-record yields per acre resulted in a production 11 percent larger than in 1961 and equal to the 1956-60 average. Potential supplies were more than adequate and shipments were influenced by market conditions. Volume was heavy from the King City - Gonzales district in late September. And active harvest in the Tracy-Patterson and Oxnard areas brought shipments from the state to a peak in early October. Heavy rains in mid-October interrupted picking and affected quality in some districts. But volume from the state did not decline appreciably until November, when San Diego County became the principal shipping source. The marketing season was one of disappointment to growers as prices averaged substantially below the levels of recent years. A reduction in potential supplies would improve the marketing outlook for 1963.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage with no abandonment and a 1959-62 average yield will result in a production 8 percent less than in 1962.

1963 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 9,600

1/ 121

1,052

Background Statistics

1962 Prel.	10,100	9,200	110	1,016	7.24	7,360
1961	9,800	9,100	140	1,275	7.38	9,408
1956-60 Average	13,220	11,040	97	1,038	9.08	9,308
1951-55 "	18,680	15,960	76	1,174	8.40	9,693

1/ 1957-61 average yields by states (1959 omitted).

Comparisons and Comments: Growers increased plantings 3 percent in 1962, but a larger abandonment resulted in a harvested acreage about equal to the preceding year. In September, heavy rains in Florida caused some leaching and created serious disease problems. But improved conditions allowed good progress in October and November. Florida shipments reached top volume in the first week of December as peak harvesting in the Fort Pierce district was complemented by active picking in most of the other areas of the state. The heavy flow of supplies was accompanied by a substantial drop in shipping point prices. Then during the period from December 10-13, successive severe freezes in Florida transformed the marketing picture. Fruit on ground tomato acreages was frozen in most instances and harvesting turned to a salvage operation. Vine-ripe acreages suffered only moderately but total shipments from Florida dropped sharply. After mid-December, prices quickly climbed to high ranges. But the light volume available was insufficient to bring season average prices to a favorable level. The record of recent years shows that growing tomatoes for late fall harvest is a highly hazardous venture. Weather uncertainties make it extremely difficult to supply markets with an even flow of preferred quality tomatoes. A smaller acreage in 1963 would improve prospects for a successful marketing season.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage with normal abandonment and a 1957-61 average yield by states (1959 omitted) would result in a production 4 percent larger than in 1962.

1963 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(1,000 acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(see 1963 guide below)

200.6 1/ 79.0 15,584

Background Statistics

1962 Prel.	221.8	216.9	85.1	18,451	3.78	70,616
1961	200.9	196.7	77.3	15,213	4.34	65,983
1956-60 Average	257.1	251.6	70.7	17,464	3.86	68,211
1951-55 "	339.5	330.0	54.3	17,968	4.69	84,718

1/ 1960-62 average yield by states.

Comparisons and Comments: Various economic factors as well as a particularly favorable combination of weather factors during the later part of the growing season contributed to a substantial increase in production in 1962. Favorable prices during the 1960-61 and the 1961-62 seasons encouraged growers to increase plantings in 1962. Total planted acreage was up 10 percent from the near record low in 1961 but 14 percent less than the 1956-60 average. Although acreage increases were widespread in the Central Atlantic and the South Central Regions, they were concentrated to a marked degree in several states within each of these major producing areas. Virginia and North Carolina together accounted for over 70 percent of the total expansion of 12 thousand acres in the East Coast producing states. Louisiana and Texas made the major increases in the South Central region. Acreage in California was slightly larger than in 1961.

During the early part of the season, weather conditions varied widely between the principal commercial producing areas. Dry weather delayed planting in New Jersey, South Carolina, Georgia, Louisiana and New Mexico, but most of the crops in these states made good progress when they were finally set. While crops in some areas continued to make favorable growth through July and August, unusually dry conditions became more general and dimmed prospects for high yields as harvesting of earliest plantings in several South Central States began. However, the final months of the growing season were favorable for all crops. Yields in all areas improved substantially and the final U. S. average yields established a new record.

From the beginning of the 1962-63 marketing season through December, the movement of sweetpotatoes was well above the rate in the previous season. Prices generally were moderate during the peak demand period just prior to the Thanksgiving holidays. But in following weeks, there was a gradual weakening in the market. Relatively low prices prevailed in late December. Supplies available for marketing during the winter and spring of 1963 are relatively large. This may limit the usual seasonal price rise.

The marketing experience with the 1962 crop indicates that growers should reduce acreage and production in 1963 in order to achieve market stability. Full recognition should be given to the sharp upward trend in yields. Improved production techniques and new varieties are leading to steadily rising output per acre, even under less than optimum weather conditions.

1963 Guide: The 1963 guide is a planted acreage 20 percent less than 1962 in Virginia, North Carolina and Texas and 5 percent below 1962 in all other states. Such an acreage, with 1960-62 average yield by states will result in a production 16 percent less than in 1962.

